

# Elizaveta Semibratova

UX/UI Designer, 4+ years, SaaS, E-Commerce, scalable design systems

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## About

UX/UI Designer with 4+ years of experience building complex digital products — from early discovery through delivery and dev handoff. Focused on SaaS and e-commerce, with a track record of owning UX end-to-end, shipping design systems that cut time-to-market by ~30%, and working closely with product and engineering to turn ambiguous problems into clear, tested solutions.

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## Skills

UX/UI Design · User Research · Competitor Analysis · Information Architecture · Accessibility · Customer Journey Map · User Flow · Wireframing & Prototyping · Interaction Design · Visual Design · Responsive Design · Basic Frontend (HTML, CSS, JavaScript) · Stakeholder Communication · Figma · Figma Variables · Adobe Photoshop · Adobe Illustrator

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## Work experience

**UX/UI Designer** | [Forga.io](#) | May 2023 – Dec 2025 | Serbia

- Designed end-to-end UX/UI for 10+ digital products across SaaS, e-commerce, fintech, and web — from discovery through production — independently owning UX decisions for key product areas.
- Led product discovery: conducted user research, competitor analysis, and usability testing, translating findings into information architecture, user flows, wireframes, and interactive prototypes that shaped product direction.
- Delivered full UX/UI for Serbia's largest LEGO distributor — a complex e-commerce platform — end-to-end and on time, from initial scoping to dev handoff.
- Collaborated with 2 PMs and engineering squads from requirements definition through release, ensuring design decisions aligned with business goals and technical constraints.
- Built and scaled a component-based design system using Figma Variables in collaboration with product and engineering teams, reducing time-to-market by ~30% across releases.
- Implemented responsive design patterns, achieving a 15% increase in mobile engagement.
- Presented design concepts and product rationale to stakeholders and cross-functional teams, consistently gaining alignment on the first or second review cycle.
- Took on team lead responsibilities in the final year — onboarded and mentored a junior designer, participated in cross-functional scoping and estimation sessions alongside C-level stakeholders.

**Marketing & Web Designer** | [Data-Driven Lab](#) | May 2021 – Sep 2022 | Serbia

- Designed high-converting promo landing pages and product-focused email campaigns (promotional, lifecycle, retention) aligned with user journeys, contributing to improved engagement metrics.
- Contributed to A/B testing of email campaigns and visual creatives, helping optimize open rates and click-through performance.
- Developed key visual concepts for global marketing campaigns including co-branded work with Leicester City FC and FC Barcelona, ensuring brand consistency across channels.
- Created interactive and gamified rich media formats to increase user engagement across paid and owned channels.

**Graphic & Web Designer** | [Volvo Group](#) | Sep 2018 – Mar 2021 |

- Designed and developed adaptive websites using HTML, CSS, and JavaScript; created brand identities, print materials, and social content across automotive, fintech, beauty, and e-commerce sectors.
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## Education

**Master's in Information and Computer Science** | Volga State University of Telecommunications and Informatics