

Liubov Tsebekova

Product Designer

Product and UI design | AI tools | Design systems

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SUMMARY

Product designer with 6+ years across financial services, e-commerce and internal tools. At Finuslugi, design internal AI and publishing tools and co-develop the Figma library; an AI service for campaign content cut production from two days to a few hours. At Zelenyy Instrument, was the sole designer for six online stores and built their component system, templates and guidelines. Launched three independent products, from problem framing and visual identity to working code built with agentic AI workflows in Claude Code. Work in Figma, write production HTML/CSS and go through the details with engineers and QA.

PROFESSIONAL EXPERIENCE

Finuslugi

UX/UI Designer (Product Designer) | Jan 2024 - Present

Financial marketplace | Internal AI tools, customer communications and design system

- Designed an internal AI service for campaign messages with an ML engineer, on the company AI engine. Managers set product, channel (email, push, SMS), tone and email blocks, preview each generation and edit the result before use; managers and designers have separate permissions. Production time fell from two days to a few hours.
- Mapped manager journeys, wrote instructions and supported the rollout. Managers now produce campaigns on their own, including when the designer is away.
- Defined the structure, input fields, data types and validation for an internal tool that publishes in-app stories and banners, with requirements, progress and owner visible for each request. Preparation fell from about half a day to 40 minutes, not counting illustration.
- Rebuilt email production on reusable HTML/CSS blocks with an AI-assisted workflow. Building and testing a repeatable email went from about four hours to 40 minutes, roughly 83% less.
- Designed lifecycle banner variants for A/B tests. Results favoured an image with text tailored to user or offer data over static image banners, and the team chose that format.
- Built responsive emails for product comparisons, insurance offers and terms disclosures that stay readable at 320px, and designed the benefits and pricing screen for the Finuslugi+ subscription.
- Co-developed the Figma library with the design lead (tokens, components, variants, usage notes) through two platform-wide rebrands. Worked through requirements, design decisions and implementation constraints with stakeholders, frontend engineers and QA.

Então? Comer!

Product Designer and Creator | 2026 - Present

Independent Lisbon dining and culture platform | entaocomer.com | [Case study](#)

- Problem: people want to go out in Lisbon but have no place in mind. Framed the product around the evening rather than the venue: four quiz answers lead to three recommendations, each with a reason, and the shortlist stays editable.
- Owned the concept, visual identity, interaction design, user flows, product logic and analytics. Launched with a data engineer to real users and worked with local venues on photos and listings.
- Used PostHog data to find a gap between choosing an event and choosing where to eat, and added nearby restaurants to event pages.
- Built with agentic AI workflows: directed AI coding agents, including Claude Code, through React and TypeScript implementation, backend, tests and flow mapping, while making the product and design decisions.

PROFESSIONAL EXPERIENCE CONTINUED

Zelenyy Instrument Ltd

Senior Product Designer | Jan 2022 - Jan 2024

Sole designer for six online stores | Car accessories, power tools and garden equipment | [Case study](#)

- Built the shared catalogue, product-page and form components for the six sites. They carried two store launches and a rebrand, and each store kept its own brand identity.
- Set design standards for three content editors through reusable Figma templates and guidelines, so they could produce graphics on their own. Production of a batch of 30-40 images went from about one day to half a day, an estimated 50% reduction.
- Built the email and landing-page design systems for automated emails and seasonal or promotional campaigns, and designed listing layouts for the Ozon marketplace.
- Designed the vehicle selector for a catalogue of 30,000 roof-rack SKUs. Shoppers pick make, model, generation and roof type and see only compatible options at each step; built within the limits of a legacy CMS.
- Set rules for collecting and tagging installation photos and linked them to vehicle specifications, so shoppers could see products fitted to cars like theirs.
- Created an online roof-box preview service with Photoshop composites, a landing page and a product-page block; customers bought roof boxes after viewing the previews.

Web Designer | Mar 2020 - Jan 2022

- Redesigned mobile landing and product pages in Figma using analytics data; tracking after the redesign showed about a 25% increase in mobile conversion.

Graphic Design Intern | Nov 2019 - Mar 2020

Made product marketing materials, campaign banners and email visuals.

ADDITIONAL LAUNCHED PRODUCTS

Cine.pick

Product Designer and Creator | 2023; rebuilt 2026

Film discovery with explained recommendations | [cinepick.cc](#) | [Case study](#)

- Problem: the 2023 version was built around niche cinema. The 2026 rebuild opened it to people with different viewing histories, starting from films they already know and ending in a taste profile they can understand.
- Informal sessions with six participants shaped the character imagery, copy and profile structure. Designed a five-axis taste profile with separate dislike, not-seen and undo actions; rebuilt on Cloudflare Workers and D1 with AI coding agents.

DesignGrounds

Product Designer and Creator | 2026

Interactive design learning platform | [design-grounds.com](#)

- Problem: a design reference archive explained principles but not how to use them. Rebuilt it around lessons, practice and feedback: 13 exercise types across 12 learning tracks, resume flows and recovery states; built with Claude Code.

SKILLS

Product and UX Problem framing, information architecture, journey maps, user flows, wireframes, prototypes, usability testing, heuristic review, A/B tests; PostHog, Google Analytics, Yandex.Metrica.

UI and design systems Typography, layout, visual hierarchy, visual identity, interaction design; Figma components, variants, variables, Auto Layout and tokens; templates and guidelines for non-designers.

AI and build Structured inputs, generation previews, editable AI output, role-based permissions; agentic AI workflows in Claude Code; Claude, ChatGPT, Gemini; HTML/CSS, React, TypeScript, Astro; Litmus, Email on Acid.

EDUCATION AND LANGUAGES

Moscow Polytechnic University | Industrial Design

English C1 | Portuguese A2 | Russian native