Anastasija Semeko



PRODUCT DESIGNER

Product designer with 5+ years in fintech, crypto and e-commerce. I've designed a crypto banking app, trading terminals, payment tools and multi-brand B2B/B2C platforms, along with the design systems behind several of them. I focus on what people need to see before they move money, and what they can do when something goes wrong.

CONTACT

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Phone +371 20301215

Location Riga, Latvia

Portfolio bysemeko.com

SKILLS

Multi-brand design systems

Design tokens & component libraries

Information architecture & user flows

Interaction design & prototyping

Responsive web & mobile design

Accessibility (WCAG)

Design handoff & specifications

EDUCATION

Financial Management Information Systems

Riga Technical University

Bachelor's degree, 2023 – 2027 (expected)

LANGUAGES

English

Latvian

Russian

CREDENTIALS

Baymard Certified UX Practitioner
Tier 3

Women Go Tech
Design mentor

Līderu Līga
Leadership programme

EXPERIENCE

Magebit
Apr 2024 – Present

Senior UX/UI Designer, Full-time

- Built and maintain a multi-brand design system: about 220 core components with 1,000+ variants, 400+ token variables, 8 light and dark brand modes, and 159 master screens. Components are now easier to maintain, and new brands roll out faster.
- Designed one admin portal where 5+ brands manage service plans, devices, users and permissions. Checks that used to take hours, brand by brand, now happen on a single screen.
- Designed purchasing flows for B2B and B2C stores: quote requests, quick ordering, checkout, bundled and grouped products.
- Designed a learning platform with enrollment, GPA tracking, scheduling and teacher admin tools. Reworked the main flows after usability testing with students.
- In pre-sales, I build clickable prototypes with Claude to test micro-interactions early, and design client proposals that have helped Magebit win new projects.

Crypto Story Bank
Nov 2022 – Jan 2024

Product Designer, Full-time

- Designed transfers, currency exchange, staking, P2P trading and referrals. The founder used my interactive prototype of the app in investor pitches and at conferences.
- Designed virtual card controls and spending limits, and a B2B QR payment terminal with real-time analytics and role-based access.
- Built a design system shared across the bank's products from scratch. Led and mentored two designers, ran design reviews, and worked directly with the founder, PMs and developers.

InBaltic
Jul 2023 – Dec 2023

UX/UI Designer, Project-based

- Redesigned the price comparison shopping experience and built a component library for it.
- Designed a merchant portal where stores set themselves up, manage traffic and subscription plans, and see product-demand analytics.

Freelance
Feb 2020 – Dec 2023

UX/UI Designer, Part-time

- Redesigned worker monitoring for a mining pool, with status filters and hashrate intervals shown side by side. Took it from concept to production in 3 months, set up the handoff process, and adapted PrimeVue to meet the deadline.
- Designed desktop and mobile flows for a crypto trading terminal and changed key screens based on feedback from early releases.
- Designed and built responsive websites in Figma, Framer and Webflow for clients in finance, education and B2B services.