



Ivana Kuyper (De Vittorio)

UX & UI | Product Designer

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Professional Summary

Product-focused UX/UI Designer with experience designing complex digital platforms across fintech, investing, and web applications. Proven ability to translate complex systems into intuitive user experiences through research-driven design, strong systems thinking, and cross-functional collaboration.

Experienced in owning end-to-end product design, from discovery and ideation to execution and developer handoff, while aligning design decisions with business KPIs, compliance requirements, and user needs. Passionate about scaling design systems, mentoring junior designers, and contributing to product strategy and team culture.

Education

Honours Degree 2023 - 2023

Visual Communication in Interaction Design, Open Window *Cum laude*

Bachelor's Degree 2020 - 2022

Interaction Design, Open Window

Skills

UX / Product

User Research • Usability Testing • A/B Testing • Information Architecture • User Journeys • Interaction Design • Data-informed Design • Accessibility & UX Best Practices

UI / Design

High-Fidelity UI • Design Systems • Component Libraries • Responsive Design • Visual Hierarchy • Prototyping • Micro-interactions & Animation

Product & Strategy

Product Thinking • Feature Ownership • KPI-driven Design • Stakeholder Management • Agile / Scrum • Roadmap Contribution

Experience

Mesh Trade

Remote

Mid-Level UX/UI Designer

January 2024 - Present

Joined as Junior UX/UI Designer → Promoted to Mid-Level (Feb 2025)

Product & UX Design

- Designed end-to-end product experiences within a fintech/investing platform
- Translated complex financial systems into clear, intuitive user flows
- Delivered wireframes, high-fidelity UI, and interactive prototypes
- Balanced UX with business goals, compliance requirements, and technical constraints

Research & Insights

- Conducted user research, usability testing, and A/B testing
- Used LogRocket and Microsoft Clarity to inform design decisions

Design Systems & Collaboration

- Co-built and maintain a scalable design system in Figma
- Improved developer handoff through structured documentation
- Worked closely with product, engineering, compliance, and marketing teams

Ownership & Growth

- Owned features from discovery through to delivery
- Contributed to roadmap planning and product decisions
- Mentored junior designers and supported design reviews

Additional Contributions

- CSR Lead & Culture Team Member (since 2024)
- Expanding front-end knowledge (HTML, CSS, React, Next.js) to improve design to dev collaboration



Skills

Continued

Motion Design & Animation

Interaction Animation • Motion for UX • Animated Prototyping • Transitions & Feedback Design • Motion Principles • Video Editing • Motion Graphics

Technical

HTML & CSS (*Learning*)
React & Next.js (*Learning*)
Developer Handoff & Constraints

Collaboration & Leadership

Cross-functional Collaboration • Mentorship • Design Reviews • Communication • Culture & Team Initiatives



Tools & Software

Design

Figma (Advanced) • Adobe XD, Illustrator • Photoshop • Affinity • Claude

Motion, Video & 3D

After Effects • Premiere Pro • Blender • Cinema 4D • SketchUp

Research & Collaboration

Miro • Jira • Slack • Microsoft Clarity • LogRocket • Lucide Charts/Sparks

Development / CMS

WordPress (Divi builder) • HTML/CSS • React • Next.js



Key strengths

Product Thinking • Systems Thinking • Problem Solving • Attention to Detail • Ownership & Initiative • Adaptability • Continuous Learning



Experience

Continued

DV5-Enterprises

Hybrid

Junior UX/UI & Graphic Designer

July 2020 - December 2023

- Designed user interfaces and digital experiences for multiple client projects
- Conducted usability testing and improved user flows and interaction design
- Collaborated with cross-functional teams to iterate on designs
- Created marketing materials and brand assets ensuring consistent visual identity

Freelance

Remote

UX/UI & Graphic Designer

January 2018 - December 2023

- Delivered end-to-end design solutions including websites, UI, and branding
- Conducted user research and usability testing
- Built WordPress websites using Divi Builder
- Worked directly with clients and stakeholders



Key Projects

Deal Room Platform

Designed an platform to streamline deal structuring and review processes.

- Translated complex, document-heavy workflows into a structured experience
- Simplified large data sets into clear, digestible views
- Improved efficiency by centralising deal-related information
- Worked closely with stakeholders to align with business needs

Exchange / Trading Experience (MVP)

Designed the foundation for a trading feature, introducing more advanced investing capabilities.

- Defined core flows including order books, trading, and history
- Used competitor research to inform early product decisions
- Delivered an MVP solution within time and technical constraints
- Supported a phased approach for future scalability

Issuer Dashboard

Designed a dashboard to help issuers manage assets and financial performance.

- Provided visibility into key metrics such as AUM
- Supported planning for payments and liquidity
- Simplified complex financial data into actionable insights
- Improved usability for ongoing asset management

Marketing Content Builder

Designed a tool enabling internal teams to create marketing content independently.

- Reduced reliance on design and development teams
- Created flexible, reusable content structures
- Improved efficiency and turnaround time
- Ensured consistency through structured design patterns