

Sofiia Matsiutsia Senior Product Designer

Specialized in data-dense platforms, and mission-critical workflows. Interested in the Human-AI cognitive loop.

[Portfolio](#) [Linkedin](#)

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SEP 2025 – PRESENT | LONDON, GLOBAL

AI Community Lead [Vibe Coding Collective](#)

Building the **vibe coding community in 9 countries** to make **AI-literacy accessible** for tech-lite people. Facilitated workshops for computer vision (Osaka, Gemini), sound design (London, the Science Museum, ElevenLabs), and new AI interfaces for tech-lite people.

MAY 2022 – DEC 2025 | LONDON / ROTTERDAM

Senior Product Designer [Housing Anywhere](#)

Designed AI-powered search features and automated back-office systems.

Owner of Experience innovation and internal workflow optimization.

- **Designed AI-assisted filtering** to let user control card properties, inspired by the concept of the “Malleable Interfaces”. Non-conversational search alternative, reduced cognitive load vs. natural language prompts
- **Led design & automation of back-office workflows** by consolidating fragmented tools (Google Space, HubSpot, Intercom) into unified interface with smart data triggers. Operational efficiency **+41%**; manual work **–75%** and saved **30+ hours** p/week.
- **Improved** completion rate **+25%** for the user **verification** flow by **gamification**.
- **Mapped end-to-end workflows** and **led user research** with sales, finance, customer support, engineering, tenants and landlords to identify bottlenecks. Iterated on results.
- **Partnered with POs, engineers** on Agile roadmaps, user research, design specs.

MAY 2021 – MAY 2022 | KYIV

Senior Product Designer [Flatfy \(LUN\)](#)

Led product design for 8-country real estate platform.

- **Designed micro-interactions for search and filtering**: deduplication logic, filter composition. Increased filter **usage by 19%** and **ECR by 8.6%**
- **Built scalable design system**. Ensured consistent UI across all regional sites.
- **Used behavioral analytics (GA, NPS, CES) to validate design decisions**. Data-driven feature prioritization and iteration.

JUN 2019 – MAY 2021 | LONDON / KYIV

Product Designer [90 POE](#)

0→1 mission-critical workflow design for the world’s leading maritime platform. Made mission-critical decisions feel fast and intuitive in high-pressure environment.

- **Developed unified Web App for fleet managers**: KPIs, map, compass, and sensor data (7 sources) into coherent interface.
- Designed micro-interactions for the complex data heavy live dashboard.
- **Mapped crew's daily reporting flows** into automated digital workflows → reduced manual entry time and improved data accuracy across vessels
- **Conducted user research** with crew (remotely/onsite in London), and iterate on it.
- **Built** reusable design system components: Charts, Live data visualization, Compass.

MAR 2018 – JUN 2019 | KYIV

UX Designer [Sterling Web Agency](#)

Designed websites for diverse client projects.

CORE SKILLS

- Real-time data visualization
- Interaction and visual design
- Information hierarchy for complex datasets
- Progressive disclosure patterns
- Claude CLI, AI-assisted prototyping
- Design systems
- User research (Workflow mapping, interviews, surveys, card sorting, etc.)

LEADERSHIP

- Cross-functional partnership Engineers, POs, C-lvls.
- Stakeholder alignment, roadmap influence
- Working across distributed teams

PRODUCT & SYSTEMS

- System-level thinking
- Behavioral analytics (Google Analytics, Mixpanel)
- Design strategy grounded in business impact

TOOLS

- Figma, Make, MCP
- Claude CLI and etc.
- Jira, Confluence, Notion
- HTML, CSS, Javascript

EDUCATION

- BCs Systems Analysis, Kyiv Polytechnic Institute
- MCs Marketing, Ukraine
- Data mining in Analytic
- BPMN Notations
- Storytelling for Influence

LANGUAGE

- English Advanced
- Japanese N4
- Ukrainian Native