



Eugene Zimnitskiy

Product Designer
UI/UX for Web3, FinTech & ClimateTech

Email eugene@zimnitskiy.com
LinkedIn [linkedin.com/in/zimnitskiy](https://www.linkedin.com/in/zimnitskiy)
Portfolio zimnitskiy.com
Location From Ukraine, based in Europe

SUMMARY

Product designer who turns ambitious, technical ideas into interfaces real people can use — from early freelance and teaching work to leading design at venture-backed startups. Design systems are the throughline: solid foundations that let small teams ship fast without sacrificing quality. 20 years in design, the last 5+ focused on Web3, FinTech and ClimateTech.

EXPERIENCE

EmergentX **LATEST** — Product Designer 2025–2026

Product designer across two ventures. Werk turns DeFi into something that feels like an ordinary finance tool, built for teams who've never touched a crypto wallet before. Multipolitan helps frequent travelers stay on top of visas, entry windows and flights without turning every trip into a compliance research project.

WERK

- Fast payments, invoicing & settlement
- Payroll and recurring transactions
- Corporate wallets and asset management
- Built for teams new to crypto

MULTIPOLITAN

- Document-aware travel routing — visas, passport expiry, legal entry
- Day-count tracking per country
- Real-time flight status tracker — boarding to baggage claim

A6 Lab — Lead UI/UX Designer 2022–2025

Lead UI/UX designer for a carbon credit tokenization platform — building the product, the brand, and everything client-facing around it. Work sat at the intersection of blockchain infrastructure and real-world climate policy, translated into interfaces non-technical stakeholders could actually use.

- Marketing and corporate websites for the company and its clients — pitch decks, marketing materials, and a full company rebrand
- The world's first blockchain-based carbon credit registry for the Government of Zimbabwe, aligned with Article 6 of the UN Paris Agreement
- Full admin and onboarding flow for credit-issuing companies — certification, issuance, retirement, and the complete lifecycle of a carbon credit

WhiteBIT — UI Designer 2022

UI designer at WhiteBIT — the largest crypto exchange in Europe, founded in Ukraine. Work spanned marketing, product and mobile, from campaign landing pages to the everyday account, trading and security experiences relied on by millions of users.

- Landing pages for marketing campaigns — new coin listings, referral programs
- KYC redesign integrating Diya, Ukraine's national digital ID and e-signature system
- Ticketing system for the Help Center; ongoing UI work across home page, notifications, Markets, Wallet, WhiteBIT codes and account settings
- Improvements across the iOS and Android apps

Karazin University — Head of Web Development department 2019–2022

Fulltime Agency — Lead designer / Founder 2016–2022

SPALAH — Course teacher, "Web Design for Beginners" 2016–2018

Karazin University — Web designer	2015–2016
Freelance — Web designer	2007–2016

SKILLS

Systems & Craft

Design systems, Atomic design & design tokens, Figma components, Auto layouts & variables, Composition & typography, Grid fundamentals

Platform

iOS & Android guidelines, Web & Mobile patterns, SaaS, FinTech, ClimateTech, RWA, CEX / crypto exchanges

Languages

Ukrainian — Native · Russian — Native · English — Intermediate

Research & Strategy

UX research, Prototyping, User flows, JTBD, CJM, Mindmapping, Human-centered design

Collaboration

Team leadership, Cross-team process optimization, Attention to detail, Basic HTML/CSS, Marketing fundamentals, UX copywriting, Rebranding, Web3 principles

EDUCATION

Master of Journalism	V. N. Karazin Kharkiv National University
Bachelor of Law	Yaroslav Mudryi National Law University
Bachelor of Sociology	V. N. Karazin Kharkiv National University

SELECTED ADDITIONAL PROJECTS

Zimbabwe Carbon Markets Authority

The world's first blockchain-based carbon credit registry, built in partnership with the Zimbabwe government.

A'Cars

Car logistics from US auctions to Ukraine — online cost calculator, before/after stories, active lot catalog.

Kharkiv Development & Investment

Corporate website for the Department for Cooperation with International Agencies and Financial Institutions.

Full portfolio, case studies and contact form at zimnitskiy.com