

Magdalena Guranova

I am a **Senior Product Designer** with 5+ years shipping user-centric fintech, EdTech, and e-commerce products. Background in finance paired with data-driven design practice and strong visual craft. Expert in Figma, design systems, prototyping, and reducing complex user flows into easy-to-understand diagrams. Shipped products that improve retention, conversion, and user satisfaction.



Experience

Senior Product Designer | [Finanzguru](#)

Feb 2025 – present | Berlin, Germany | FinTech

- Designed and evaluated multiple A/B testing initiatives to validate growth opportunities and drive measurable CLV uplift.
- Owned the design strategy and execution for a new savings feature, driving a 9pp increase in conversion.
- Owned end-to-end product design for the new Split app from concept to launch, achieving six-figure user adoption within the first two months while strengthening conversion into the core product.
- Led usability research initiatives, leveraging analytics and user feedback to drive product decisions and rapid iteration.
- Evolved the Finanzguru design system through reusable cross-platform components and patterns for iOS and Android.
- Partnered closely with Product, Engineering, and Data teams to deliver high-quality, user-centered experiences.

Product Designer | [Bling](#)

Feb 2024 – Jan 2025 | Berlin, Germany | FinTech | EdTech

- Led end-to-end design of core product initiatives, including a pricing model redesign and onboarding optimization, driving a 10% CLV uplift through improved conversion and retention.
- Ran recurring usability testing cycles with ~10 participants per round, generating insights that informed product decisions
- Introduced a new product–design–engineering collaboration framework and weekly sync, reducing handoff friction

User Interface Designer | [Moccu](#)

Jun 2022 – Jan 2024 | Berlin, Germany | Agency

- Translated diverse brand identities into digital experiences for major e-commerce and corporate clients including STIHL, Villeroy & Boch, Kleinanzeigen, Hama, and Pfizer
- Played a key role in refining design systems and component libraries across client projects

UX/UI Designer | [KITE Design Research](#)

Apr 2020 – Jun 2022 | Berlin, Germany | Agency

- Designed user journeys and interface solutions for EdTech products, supporting research and workshop activities

Contact

Phone +49 1522 582 7791

E-mail mg.guranova@gmail.com

Location Berlin, Germany

Portfolio magdalena-guranova.com

Education

B.A. Communication Design

HTW | Berlin, Germany

- Graduated with honours (Grade: 1.2)
- Was awarded a [Special Mention Award](#) from the UX Design Awards for an outstanding performance

B.S. Finance and Accounting

Masaryk University | Brno, Czechia

- Earned A and was awarded a Dean's Price for the Best Bachelor's Thesis

Languages

English Full working proficiency

German Full working proficiency

Slovak Native

Skills

- Product & interaction design
- Visual design (layout, typography, colour theory)
- Design systems & component libraries
- Prototyping & motion
- Wireframing & flow diagramming
- Data-driven design & A/B testing
- User research & usability testing
- AI-assisted design workflows (Figma MCP, Claude)
- SQL & data analysis (Databricks)