

# Magdalena Guranova

**Senior Product Designer** with 5+ years of experience leading product design across fintech, EdTech, and e-commerce. I combine business thinking, user insight, and visual craft to solve complex problems and create products that people love to use. My work has contributed to measurable improvements in conversion, retention, and customer lifetime value.



## 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 | e-commerce

- 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 | EdTech

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

## Contact

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**Location** Berlin, Germany

**Portfolio** [magdalena-guranova.com](https://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)