

# Magdalena Guranova

**Senior Product Designer** with 5+ years of experience designing products across FinTech, EdTech, and e-commerce. I combine business thinking, user insight, and visual craft to solve complex problems and build products 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 A/B tests to validate growth opportunities and drive measurable CLV uplift.
- Led design of a savings feature, driving a 9pp conversion increase.
- Simplified a complex onboarding flow into flowcharts and wireframes, aligning product, engineering, and data teams around a single conversion path.
- Owned end-to-end design for the Split app, achieving six-figure adoption while strengthening conversion into the core product.
- Built interactive prototypes to pressure-test flows and align stakeholders before engineering handoff.
- Led usability research and iterative testing, translating user insights into product improvements and design decisions.
- Evolved the Finanzguru design system through reusable iOS and Android components and patterns.

### 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 outstanding performance

### B.S. Finance and Accounting

Masaryk University | Brno, Czechia

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

## Languages

**English** Full working proficiency

**German** Full working proficiency

**Slovak** Native

## Skills

- Figma
- 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)