

Siarhei Mardovich

Principal Product Designer - Fintech, Capital Markets & Decision Intelligence

Jersey City, NJ 07306 - 718-753-7857 - siarhei.mardovich@gmail.com

linkedin.com/in/siarheimardovich - siarheimardovich.com

Professional Summary

Principal product designer with 12+ years designing high-stakes data interfaces for fintech, capital markets, risk, compliance, and AI/ML decision systems. I build institutional decision intelligence that reveals the mechanism behind model output, keeps uncertainty visible instead of flattening it into false precision, and makes the next action defensible rather than merely confident. I use AI coding agents to turn strategy into functional React and TypeScript prototypes, handing teams working logic instead of static specs. AI-fluent, with 4 Anthropic certifications.

Core Competencies

- Product Design & UX Strategy
- Fintech & Capital Markets UX
- Risk Visualization
- Trading & Options Interfaces
- Decision Intelligence
- Compliance & RegTech Dashboards
- Payments & Lending UX
- Banking-as-a-Service (BaaS)
- Anomaly Detection
- Data Visualization
- Information Architecture
- Design Systems Architecture
- AI/ML Decision Interfaces
- UX Research & Usability Testing

- Rapid Prototyping & Component Libraries
- Cross-Functional Team Leadership
- Stakeholder Alignment
- Accessibility (WCAG 2.1 AA)
- Agile, Scrum & Lean UX

Technical Skills

- React, TypeScript, Vite, Tailwind CSS
- Recharts, D3.js, Leaflet, Three.js
- HTML, CSS, JavaScript, Storybook
- Figma, FigJam, Sketch, Adobe Creative Suite
- AI coding agents: Claude Code, Refact.ai

Professional Experience

Principal Product Designer, S&C Advisory and Venture Studio | July 2026 - Present

- Product design for fintech and AI decision interfaces, translating complex data and model output into clear, auditable product experiences.
- Built working React and TypeScript prototypes with AI coding agents so strategy ships as working logic rather than static specs.
- Aligned design decisions with business and engineering stakeholders to reduce rework and accelerate the path from insight to release.

Head of Product Design and UX, AI Media | October 2025 - July 2026

- Lead product design for hardware-encoder solutions and digital product interfaces, assembling 4 interdisciplinary prototyping teams.
- Designed and prototyped updated software and hardware encoder solutions, validating flows through iterative user testing before build.
- Established a Lean UX and Design Sprint practice that shortened design cycles and moved validated decisions into the build queue faster.
- Led user testing with 50+ participants and aligned design strategy with business goals, feeding validated requirements into the build cycle.

AI-Augmented Product Designer, S&C Advisory | December 2024 - October 2025

- Delivered end-to-end product design for fintech clients using AI-assisted design and development workflows, focused on data visualization and decision support.
- Designed and prototyped a suite of 5 digital products for a fintech client using AI coding agents, delivering working coded prototypes instead of static specs.
- Developed data-visualization tools tracking financial-advisor career events, shipping a dashboard that made dense advisor data decision-ready in a single view.
- Conducted user testing with 30+ participants, refining features before build to cut late-stage change requests.

Product Designer, Tassat | October 2024 - December 2024 (Contract)

- Led product-redesign initiatives for a blockchain-based financial platform, modernizing legacy interfaces and validating new flows with users before handoff.
- Conducted competitive analysis of 8 competitors and user research with 20+ participants to guide and validate design decisions.
- Collaborated in a 15-member cross-functional team; partnered with development to ensure technical accuracy of new features.

Independent Design Consultant | July 2023 - October 2024

- Selected fintech and enterprise UX engagements spanning digital product design, cross-functional leadership, and user-centered strategy.
- Built 6 interactive React and TypeScript portfolio showcases for risk visualization, anomaly detection, and decision-intelligence interfaces.

UX Designer, Design Systems & Data Visualization, Jupiter Intelligence | January 2022 - July 2023

- Designed data-visualization tools for a climate-risk assessment platform serving enterprise clients, turning 22,000 probabilistic data points per asset into committee-ready views while keeping uncertainty legible.
- Pioneered day-1 data prototyping with live climate models, satellite imagery, Leaflet, and Esri directly in prototypes.
- Established design-system standards with 100+ reusable components; developed personas across 4 key segments informing roadmap priorities.

Senior Product Designer, ElectrifiAi | December 2019 - June 2020

- Designed interfaces for AI/ML-powered analytics platforms, focused on big-data visualization and dashboard development.
- Built 8 dashboards serving 500+ daily active users; reduced time-to-insight from 15 minutes to 3 minutes through optimized visualization patterns and information architecture.

Embedded Senior Design Lead for UBS, CME/NYMEX, Refinitiv, KKR & Google, via EPAM Systems | December 2010 - December 2019

- Designed interactive 3D visualizations of market volatility for CME/NYMEX, helping traders and analysts read the surface and act faster.
- Built 200+ design-system components for Thomson Reuters/Refinitiv and ran usability testing with 100+ participants.
- Redesigned legacy financial tools for UBS aligned to NEO/Frontify platform standards, streamlining high-frequency trading-desk workflows.
- Designed user-centric interfaces for KKR's financial products; collaborated with Google product teams via design sprints, launching 3 features.

Education

M.S., Pattern Recognition & Systems Analysis | Belarusian State University of Informatics and Radio-Electronics, 2005

Certifications

- AI Fluency: Frameworks & Foundations, Anthropic
- Claude Code in Action, Anthropic
- Building with the Claude API, Anthropic
- Claude Certified Architect, Foundations, Anthropic
- Decision Making in a Complex and Uncertain World, University of Groningen
- Design Kit: The Course for Human-Centered Design, IDEO.org & Acumen
- Data to Insight: An Introduction to Data Analysis, University of Auckland

Selected Portfolio

- Incline Trust - siarheimardovich.com/incline-trust-2026/ - AI expense-exception review that keeps model mechanism and uncertainty visible and welds each verdict to an immutable, auditable record.
- Volatility Surface - siarheimardovich.com/volatility-surface-2026/ - Linked options-trading workspace holding 1 market context across surface, slice, grid, spread, and strategy views.
- Uncertainty as Signal - siarheimardovich.com/uncertainty-as-signal-2026/ - Climate-risk disclosure platform turning 22,000 probabilistic data points per asset into committee-ready intelligence.
- Know Who Knows - siarheimardovich.com/talent-caryatid-2026/ - Enterprise talent-mapping interface that assembles a qualified team from a 200-person pool in under 4 minutes.
- North Bridge - siarheimardovich.com/north-bridge-2026/ - Private-capital coverage portal unifying signal triage, company context, notes, and follow-up tasks.
- What Gets Measured - siarheimardovich.com/clinical-benchmark-2026/ - Physician-benchmarking system across 101 physicians and 4 years of data, rebuilt as an exception-led command center.
- Decision Logic Before Build - siarheimardovich.com/decision-logic-before-build-2026/ - Dual iOS/Android clinical prototype on 1 shared state machine; verified decision logic and caught 2 critical errors before production.
- HR as DJ, Staffing Radar - siarheimardovich.com/hr-dj-2026/ - Founder-built workforce-analytics product; designed the allocation model, system logic, and decision layer that turns staffing uncertainty into action.