

Siarhei Mardovich

Principal Product Designer · Fintech, Capital Markets & Decision Intelligence

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PROFESSIONAL SUMMARY

Principal product designer and design leader with 12+ years building interfaces where the stakes of misreading data are measured in capital, risk, and decisions that cannot be undone, spanning fintech, capital markets, healthcare, AI/ML, and climate tech. I design institutional decision systems that reveal the mechanism behind a model's output, keep uncertainty visible instead of flattening it into false precision, and make the next action defensible rather than merely confident. Proven record establishing and scaling design systems with 300+ reusable components, conducting 500+ user-research sessions, and validating decision interfaces in code before engineering build to cut rework and catch logic errors early. Deep strength in data visualization, information architecture, and human-centered design, with WCAG 2.1 AA accessibility throughout and the rare ability to prototype production-grade interfaces in code.

CORE COMPETENCIES

Product Design & UX Strategy · Capital Markets & Fintech UX · Data Visualization · Uncertainty & Risk Visualization · Information Architecture · Design Systems Architecture · AI/ML Decision Interfaces · UX Research & Usability Testing · Design Thinking, Lean UX & Design Sprints · Cross-Functional Team Leadership · Stakeholder Alignment · Accessibility (WCAG 2.1 AA) · Wireframing & Prototyping (incl. coded prototypes) · Figma, FigJam, Sketch, Adobe CS · HTML/CSS/JS, D3.js, Three.js, Storybook · Agile/Scrum & Kanban

PROFESSIONAL EXPERIENCE

Head of Product Design and UX

AI Media · October 2025 – Present

- Lead product design for hardware-encoder solutions and digital product interfaces, assembling 4 interdisciplinary prototyping teams.
- Designed and prototyped updated software/hardware encoder solutions, validating flows through iterative user testing before build to cut onboarding friction and post-release rework.
- 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 to reduce mid-sprint change requests.

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 to remove a spec-to-build rework loop and compress delivery cycles.
- 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 the 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

Self-employed · July 2023 – October 2024

- Selected fintech and enterprise UX engagements spanning digital product design, cross-functional leadership, and user-centered strategy.
- Built 6 interactive experiences in React and TypeScript for risk visualization, anomaly detection, and decision-support systems in high-stakes data environments.
- Led cross-disciplinary creative initiatives combining digital design, physical fabrication, and community-driven engagement.

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 probabilistic model output into committee-ready views while keeping uncertainty legible for decision-makers.
- Established design-system standards with 100+ reusable components, cutting rebuild time and keeping the UI consistent across products.
- Developed user personas and scenarios across 4 key segments, informing product-roadmap priorities.

Independent Design Consultant

Self-employed · July 2020 – December 2021

- Advised US enterprise and fintech clients on design and product-delivery continuity through the 2020–2021 relocation of Eastern European IT talent, re-establishing distributed design and engineering teams in new locations.
- Reconnected relocated teams to client product roadmaps, preserving design quality and delivery momentum through the transition.

Senior Product Designer

ElectrifAi · December 2019 – June 2020

- Designed interfaces for AI/ML-powered analytics platforms, focused on big-data visualization and dashboard development.
- Prototyped interactive visualizations that made big-data insights legible at a glance for analysts.
- Built 8 dashboards serving 500+ users; reduced time-to-insight from 15 minutes to 3 minutes through optimized visualization patterns and information architecture.

Senior UX Designer

EPAM Systems Inc. · December 2010 – December 2019

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

SELECTED PORTFOLIO · SIARHEIMARDOVICH.COM

Incline Trust · AI finance operations

AI expense-exception review that keeps model mechanism and uncertainty visible and welds each verdict to an immutable audit artifact. [/incline-trust](#)

Volatility Surface · Capital markets · CME/NYMEX (EPAM)

Linked options-trading workspace holding one market context across surface, slice, grid, spread, and strategy views. [/volatility-surface](#)

Uncertainty as Signal · Climate risk · Jupiter Intelligence

Disclosure platform turning 22,000 probabilistic data points per asset into committee-ready intelligence without hiding the uncertainty. [/uncertainty-as-signal](#)

Know Who Knows · Talent intelligence · Thomson Reuters/Refinitiv (EPAM)

Enterprise talent-mapping interface; roster, org-grid, and network views assemble a qualified team from a 200-person pool in under 4 minutes. [/talent-caryatid](#)

North Bridge · Private capital · public-safe reconstruction

Reconstructed coverage portal unifying signal triage, company context, notes, and follow-up tasks into one connected workflow. [/north-bridge](#)

What Gets Measured · Clinical analytics · public-safe reconstruction

Physician-benchmarking system across 101 physicians and 4 years of data, rebuilt as an exception-led command center. [/clinical-benchmark](#)

Decision Logic Before Build · Clinical informatics · R&D prototype

Dual iOS/Android clinical prototype on one shared state machine; verified decision logic and caught 2 critical errors before production. [/decision-logic-before-build](#)

HR as DJ · Founder-built product (Staffing Radar)

Founder-built workforce-analytics product; designed the allocation model, system logic, and decision layer that turns staffing uncertainty into action. [/hr-dj](#)

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)
- Delft Design Approach (TU Delft, edX)
- Solving Complex Problems (TU Delft, edX)
- Innovation and Design Thinking (University of Cincinnati)
- Data to Insight: An Introduction to Data Analysis (University of Auckland)