

Maryna Maliutina

Senior Product Designer | Design Systems

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Authorized to work in the EU - no sponsorship required. Open to remote and EU-based roles.

SUMMARY

9+ years in product design, the last four focused on design systems end to end - token architecture, component libraries, documentation, governance, and adoption. Owned the design system for a multi-module fintech back office (First Digital) and led a UI team as first adopter and contributor to a global brand's design system (Puma). I work closely with engineering to keep design and code on one source of truth.

EXPERIENCE

Senior Product Designer, Metacarbon (AI-focused design agency)

September 2024 - April 2026 | Remote (Ukraine, then France)

Worked on the full redesign of First Digital's multi-module fintech back office (CRM, Finance, Compliance, AMS) and owned the design system behind it.

- Built a semantic token layer on top of inherited primitives, so each module keeps its own visual identity while resolving to shared scales.
- Structured the system as two shared libraries - a primitives kit and a foundation component kit - with module-specific components kept in each module's own file. After the first module, patterns became reusable and design time dropped.
- Architected components as variant x state matrices, documented with usage guidance, variations, and every interaction state.
- Established governance: an approval pipeline (review, approved, refactor), a dated changelog distributed to engineering, and recurring design-review meetings.
- Ran a component-by-component reconciliation with engineering when implementation diverged, which restored the kit as the shared source of truth.
- Verified WCAG AA contrast across all four module themes.
- Designed Finance District, a marketing landing page for a new First Digital product.

User Interface Designer, Astound Digital

June 2019 - July 2024 | Uzhhorod, Ukraine

Led a 3-person UI team on enterprise e-commerce clients - primarily Puma, across regional markets (US, Europe, India, Japan).

- First adopter and primary contributor to Puma's Unified Design System (live at ui.puma.com). Used its components in live product work, reported gaps, and co-prioritized the component roadmap with the UDS team.
- Led UI for Puma's headless commerce rebuild ("Cybercat"), piloted on the Japan storefront. It improved site performance and became the reference for subsequent regional rollouts.
- Maintained a "Local Components" library: patterns built and refined in real product work that then fed back into the shared UDS.
- Designed and componentized major surfaces (My Account, Preference Center, Loyalty, Size Guide, Ratings & Reviews, Search) plus improvements to the Puma mobile app.
- Also delivered e-commerce experiences for Orsay and Lovehoney.

Product Designer, XtraMile

2017 - 2019 | Norway (remote)

- Designed an e-learning platform: investigated new features, iterated on existing ones, and tested and prioritized solutions with the implementation team.

UX/UI Designer, UX.energy

2016 - 2017 | Kharkiv, Ukraine

- Designed web and mobile products and resolved weaknesses in existing products at an outsource design studio.

SKILLS

Design systems: Design Systems, Design Tokens (primitive, semantic, component), Component Libraries, Multi-brand and Theming, Headless-friendly systems

DesignOps: Governance, Contribution models, Design-to-development handoff, Review rituals, Roadmap prioritization, Design QA

Craft: UI Design, Interaction Design, Prototyping, Accessibility (WCAG 2.1 AA), Responsive and Mobile

Tools: Figma (variables, modes, component architecture), Storybook

AI-assisted design: AI agents connected to Figma via MCP - building and maintaining components, tokens, and layouts against a design system; machine-readable design systems; translating design-system files into production front-end code

Collaboration: Leading UI teams, cross-functional and multicultural teams, client communication

EDUCATION

Master's degree, Business Administration - Kharkiv University of Humanities "People's Ukrainian Academy", 2005-2010

UX/UI Design - Source iT, 2016

LANGUAGES

Ukrainian (Native), English (Advanced), Greek (Pre-Intermediate), French (Elementary)