



Ned Zimin

Senior product designer for complex, data-heavy trading products. Crypto, fintech, and AI-assisted design workflows.

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LOCATION Sofia, Bulgaria

SKILLS

Product

Product vision, 0 to 1 design, design systems & branding, user research, trading & DeFi UX, data-heavy interfaces, prototyping, responsive design, and cross-functional collaboration.

Design Tools

Figma, Pencil, Adobe Suite, Stitch, Linear, Notion

AI & Agents

Local LLMs, Claude Code, MCP into Figma, Pencil, and Notion. Custom agent instructions, plus a token-bound pipeline, data visualization, design to code and back.

EDUCATION

Google

UX Design Professional, 2021

Telerik Academy

UX/UI Design Curriculum, 2019-2020

Sofia University

BA Sociology, 2010-2014

EXPERIENCE

Injective Labs

Oct 2024 - Present

Senior Product Designer, Trading UX, Hybrid
TRUECURRENT, HELIX, MITO

- Own UX end to end for TrueCurrent, a perpetuals DEX: blank Figma file to live production in 4 months as sole designer.
- Lifted first-trade completion to 38% against a 15% DEX benchmark and cut trade-ticket errors 47% by rebuilding the order flow.
- Cut wallet signature prompts from 6+ to 2 with session permissions, taking deposit success from 61% to 94%.
- Define the design system across TrueCurrent, Helix, and Injective Hub: 40+ components, 100+ tokens, and a Figma-to-code pipeline.

SingularityNET

Jan 2024 - Oct 2024

Senior Product Designer, Hybrid
ASI:CREATE

- Led UX for ASI's AI Launchpad and Developer Spaces, unifying 4 domains in one product: agents, models, compute, and payments.
- Shipped the complete design in a 1-month sprint, turning developer-level setup into flows non-experts could finish unaided.

Xapo Bank

Jun 2022 - Jan 2024

Senior Product Designer, Wealth & Crypto, Hybrid
XAPO WEALTH, XAPO WALLET

- Took Xapo Wealth from concept to launch in 3 months inside a licensed Bitcoin bank, spanning 600+ stocks, ETFs, and crypto.
- Reached 93% task success in a 930-user closed beta, and shipped Lightning, USDC, and USDT rails inside the regulated wallet.

æternity Blockchain

Jan 2021 - Jun 2022

Senior UX/UI Designer, Web3 & DeFi, Remote
SUPERHERO, AESCAN

- Consolidated 3 legacy products into AEsCan, a single block explorer for wallet, DeFi, and on-chain data, in 8 months.
- Cut developer time-to-find 60% and frontend maintenance 40% by replacing 6 custom tables with one dynamic component.

Paysafe Group

Oct 2020 - Nov 2021

Senior Product Designer, Digital Wallets, Remote
SKRILL WALLET, NETELLER WALLET

- Shipped BTC, ETH, and USDC into Skrill Wallet for 40M users across 40+ countries, hitting 23% activation against an 8% benchmark.
- Raised first-purchase completion from 19% to 41% and cut related support tickets 52% by removing trading jargon.