

Raya Georgieva

Product Designer

DESIGN SYSTEMS • FINTECH • CROSS-PLATFORM PRODUCTS • INTERNAL TOOLS • ENTERPRISE SOFTWARE

Professional Summary

I design complex digital products across web and native platforms, with recent work in regulated fintech. I work closely with product, engineering and compliance to understand the system behind a problem before deciding what the interface needs to do.

Portfolio Includes

- [Design System](#)
- [Tradu](#)
- [FXCM](#)

[🌐 rgeorgieva.website](#)

Contact

📍 Sofia, Bulgaria

📞 +359 899 764 647

✉️ raya.georgieva0606@gmail.com

[🌐 LinkedIn](#)

Core Expertise

Product Design • Design Systems • Information Architecture • Interaction Design • UX Strategy • Product Discovery • Cross-Platform Design • Accessibility (WCAG) • Developer Collaboration • Design Documentation • AI-assisted Design • Design-to-Code Workflows

Languages

English: Professional Working Proficiency

Bulgarian: Native

Tools & Technologies

Figma (Variables, Components) • Token Studio • GitHub • Jira • Miro • Claude Code • MCP

Experience

FXCM/Tradu / Jan 2025 - Present

PRODUCT DESIGNER

Designing complex fintech products across web, iOS, Android and PWA, from regulated customer journeys to shared product infrastructure.

Scope

Trading Platform • Design System • Authentication • Onboarding • AI Features

• Internal Operational Tools

Selected Contributions

- Defined the product foundation for a new trading platform across web, iOS, Android and PWA, covering authentication, navigation, trading and account experiences.
- Built a shared design system used across four platforms and by 10+ engineers, connecting tokens, component documentation and implementation workflows.
- Redesigned onboarding and wallet experiences for Tradu across web and PWA, working through requirements spanning product, engineering, compliance, legal and business teams.
- Designed authentication and security flows for FXCM across native and web platforms, including recovery, device trust and biometric scenarios.

Cost-Effective Software / Mar 2023 - Dec 2024

UX/UI DESIGNER

Sole designer for B2B and B2C products across ERP, logistics, tourism and e-commerce within a cross-functional team.

Selected Contributions

- Designed products from early requirements and information architecture through responsive UI and implementation.
- Worked on operational systems including ERP and transport planning, alongside consumer marketplace and travel products.
- Worked directly with developers, using HTML/CSS knowledge to resolve feasibility and implementation details.

Freelance / 2022 - Present

PRODUCT & UX DESIGNER

Designed and built websites, digital products and brand experiences for clients across healthcare and small businesses.

Selected Work

- Designed an informational platform for the Bulgarian Association for Cystic Fibrosis.
- Delivered commercial websites and digital experiences from information architecture and visual design through implementation.
- Created brand identities and design systems for independent businesses.

Estetia LTD / 2011 - 2023

FOUNDER & MANAGING DIRECTOR

Founded and ran a customer-facing service business for more than a decade, owning strategy, operations, branding and customer experience.

Leadership Highlights

- Managed budgets, suppliers, marketing and day-to-day business priorities.
- Hired, trained and managed staff while developing the brand and service experience.

Education

UX/UI Design	SoftUni Creative / 2022
Publishing & Communications	University of Library Studies / 2011-2015
Information Technologies	P. R. Slaveykov High School / 2003-2008