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Based in Seattle
US Green Card holder

Nika Teiler

I'm a Senior Product Designer with 6+ years of experience across fintech, healthcare, and geospatial tech, working on mobile and web products from early research to launch.

My work sits at the intersection of interaction design, behavioral insight, and experimentation: helping users discover value effortlessly while supporting business growth.

Experience

[Space307](#) / Senior Product Designer

04 2023 - PRESENT, CYPRUS (REMOTE)

Led product design across Growth and Core teams for [Doto](#), an international web and mobile trading platform serving beginner and advanced traders.

- Owned and rebuilt the app's navigation layer and Home architecture, defining account management, discovery modules, and scalable conversion-driven widgets, contributing to +50% D30 retention and +7% first-deposit conversion.
- Launched AI Market Insights as a flagship Home feature, driving +30% deposit conversion among Home widgets.
- Redesigned authentication and onboarding flows, improving registration completion by +20% while strengthening security and compliance requirements.
- Re-architected the experience for switching between demo and live trading accounts, reducing user confusion and improving clarity based on usability testing insights.
- Partnered with product and data teams on A/B experimentation strategy to optimize conversion across key activation flows.
- Built and scaled design system supporting product growth.
- Earlier, in the Core team, designed high-frequency financial workflows (chart experience, order lifecycle, position management), balancing usability, clarity, and regulatory constraints.

[Stealth Startup](#) / Senior Product Designer

05 2022 - 03 2023, CYPRUS (HYBRID)

Focused on designing the engagement and value layer for a consumer debit product, shaping how users discover benefits, build habits, and stay active over time.

- Led behavioral research on spending and saving patterns to identify adoption barriers and moments of value in early lifecycle stages
- Designed and evolved the product's achievement and rewards system, defining earning logic, milestone states, progress mechanics.
- Structured missions, cashback logic, and progress indicators to support consistent card usage, savings behaviors, and long-term engagement.
- Partnered with product and engineering to prioritize engagement initiatives and influence roadmap decisions under regulatory and technical constraints.

The company paused the project due to strategic and funding decisions.

Texas State University / Research Associate, UX Designer

01 2019 - 03 2022, SAN MARCOS, TX (ON-SITE)

- Led research and product design for a university mental health mobile app built from scratch to help students access counseling and support services. Improved appointment conversion by making service access clearer and easier to navigate.
- Conducted large-scale mixed-method research and translated insights into practical product decisions.

GeoScan / UX Designer

05 2016 - 12 2018, RUSSIA (ON-SITE)

Geoscan is a leading European company specializing in geospatial technologies, photogrammetry software, and high-precision 3D mapping solutions used across construction, mining, agriculture, energy, and urban planning.

- Designed user flows and UI for client-facing tools: software Agisoft Metashape, UI for ground control station.
- Conducted lightweight usability testing and iterative improvements.

Skills

Product Design: interaction, information architecture, mobile-first design (iOS, Android), responsive web

Growth & Experimentation: experiment design, A/B testing, activation and retention strategy, hypothesis-driven iteration, data-informed decision-making

User Research & Insights: usability testing, behavioral research, journey mapping, problem framing, translating research into product strategy

Systems & Scalability: design systems (tokens, component libraries, theming), scalable UI patterns, cross-platform consistency

Cross-Functional Collaboration: product, engineering, data science alignment; roadmap contribution; presenting design rationale

Tools: Figma, Framer, Protopie, Adobe Suite, Lovable

Education

Texas State University / PhD in Cartography & Data Visualization
(coursework completed)

2020 - 2022, SAN MARCOS, TX

Texas State University / M.S. in Health & Human Performance

2018 - 2020, SAN MARCOS, TX

Saint Petersburg University of Technology and Design / Bachelor's degree in Communication Design

2012 - 2016, SAINT-PETERSBURG, RUSSIA