Tsveta Petrova

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profile

I make complex products feel simple, and keep them that way as they scale. Senior UX/Product Designer with **10+ years in fintech**, giving design, development and business a shared language through design systems that keep products consistent, accessible and easy to build.

experience

Paysafe
Senior UX/Product Designer
Feb 2023 – Aug 2026

- **Designed the architecture** that brought **5** products, each with its own design system or none, onto **one token-based core** for design and code, so components are reused, not rebuilt, and a change is made once, not **5** times.
- **Main hands-on designer** of the accessibility programme, taking the shared design system to **100% WCAG 2.1 AA** ahead of a legal deadline: **4** products audited, **500+** issues logged, fixes rolled out with developers.
- **Redefined cards and list items** by intent, Interactive and Non-interactive, with slots that mirror code, so users can always tell what they can tap.
- **Bridged 2 agencies and the product** in a company-wide rebrand, in a core team of **3**: co-wrote the briefs, ran weekly reviews and extended the new style to every brand (**~100** icons, **20+** illustrations) for a big-bang launch with no major issues.
- **Set the standards** designers work by: the first written accessibility rules, now in daily use, plus usage guides and hands-on workshops.

Paysafe
UX/Product Designer
Jan 2020 – Jan 2023

- Redesigned card ordering and card management for the **prepaid card** product, raising the ordering success rate by **~10%**.

Progress
UX Designer
Apr 2018 – Oct 2019

- **Sole designer** on Kinvey, Progress's backend platform: owned UX and UI end to end, turning complex backend concepts into clear interfaces for developers.
- Built and maintained the **UI component library** and guidelines that kept the product consistent as features scaled, working closely with developers, QA and technical writing.

Tradeo.com
Team Lead
Jan 2017 – Apr 2018

UI/UX Designer
Feb 2014 – Apr 2018

- Designed web, iOS and Android experiences for a **global social trading network** for FX traders, using user data to improve the product and marketing campaigns.
- Promoted to lead a team of **3** designers, connecting design with product leadership and owning workload balance and consistency of design output.

skills

Tools
Figma
Figma AI
Claude

Design systems / Design tokens / Multi-brand theming / Accessibility & inclusion / WCAG 2.1 AA audits / Fintech product design / Data-driven design / Interaction design / Prototyping / User research / Workshops / Stakeholder facilitation / Developer handoff / AI-assisted design flows

education

New Bulgarian University

Interior Design / Bachelor / 2012

additionally

Bulgarian — Native
English — Advanced