

Magdalena Linkova

SENIOR PRODUCT / UX DESIGNER — CRYPTO, FINTECH & AI

Senior Product / UX Designer — Bitcoin Suisse

Senior Product Designer with 10+ years of experience designing complex digital products, with deep expertise in crypto, fintech and financial platforms. I lead UX from 0→1 strategy through delivery, translating complex business, regulatory and technical requirements into clear, scalable experiences.

- **Product & UX:** Sole UX owner across Trading, Staking, Loans and Custody, designing revenue-critical products for institutional and UHNW clients.
- **Business impact:** Use product analytics and user insights to identify friction, improve conversion and connect UX decisions to measurable business outcomes.
- **AI & Design Systems:** Building AI-assisted design workflows using Figma, MCP and AI tools, while developing scalable design systems that improve consistency and design-to-development efficiency.

WORK EXPERIENCE

Bitcoin Suisse

Sept 2024 PRESENT / Full-time, Hybrid

Sole UX owner across Trading, Staking, Loans and Custody, leading complex financial products from concept to production.

- **Advanced Trading:** Designed a new trading experience from 0→1, introducing Market, Limit, Stop, TWAP, VWAP and POV order types.
- **Trading Growth:** Used PostHog analytics to identify conversion gaps and redesigned Markets and Assets to improve trading discoverability and activity.
- **Proof Wallet:** Designed a new premium custody product for segregated accounts, from concept through end-to-end UX.
- **Security:** Designed security-critical account and withdrawal experiences, including 24-hour withdrawal-account locks and confirmation flows.
- **Loans & Staking:** Designed collateral management, loan lifecycle, staking activation, rewards and portfolio monitoring experiences.
- **Design Systems & AI:** Evolved the product design system and introduced AI-assisted design workflows using Figma MCP and AI tools to improve design-to-development efficiency.

Slido, part of the Cisco family

Sept 2021 - Sept 2024 / Full-time, remote

Senior UX Designer at Slido, a leading SaaS platform for interactive meetings and events, acquired by Cisco. Worked across the product ecosystem with Product, Engineering and Design to simplify complex workflows.

Key projects:

- Designed and maintained a scalable Design System across the product.
- Led UX improvements for the Admin platform, simplifying complex configuration workflows.
- Designed the end-to-end onboarding experience for new users.
- Improved PowerPoint integration discoverability and usability.
- Collaborated with Product and Engineering.



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EDUCATION

2014/ Master Degree

Graphic Design
NEW BULGARIAN UNIVERSITY

SKILLS

Product Design

Product Strategy · UX
Strategy · Interaction Design ·
0→1 Product Design ·
Complex Financial Products

Research & Analytics

UX Research · Product
Analytics · Conversion
Optimization · PostHog

Systems & Technology

Design Systems · Figma ·
Figma MCP · AI-assisted
Design · Design-to-
Development

Collaboration

Cross-functional Leadership ·
Product Strategy · Engineering
Collaboration

TOOLS

Figma · FigJam · Figma MCP ·
AI Design Tools · PostHog

CERTIFICATES

2019

INTERACTION DESIGN
FOUNDATION

WORK EXPERIENCE

Accenture

Oct 2019 - Aug 2021 / Full-time, remote

Started as UX Designer, promoted to Senior UX Designer in 2021.

Worked on multiple international projects across IT, enterprise systems, and e-commerce in an Agile environment, delivering user-centred digital solutions for global brands.

- Owned the full UX lifecycle from concept to validation
- Designed wireframes, prototypes, and high-fidelity UI
- Collaborated closely with product managers, developers, and stakeholders
- Ensured usability, scalability, and business alignment across products

Key projects:

- Qatar Airways – COVID safety travel map
- Deutsche Bahn – Cargo wagons client management web app
- La Roche-Posay – Workday enterprise management system
- COOP Denmark – Self-checkout scanning solution

Kistler - Bratislava

June 2017 – Sept 2019 / Full-time, onsite

UI and Visual Designer - Branding, Marketing Website, Corporate

European Society of Radiology – Vienna

Sept 2015 – May 2017 / Full-time, onsite

UI and Visual Designer

I managed branding and design for the largest medical event in Europe, the European Congress of Radiology in Vienna. This included creating everything from the event's website and mobile app to designing the lounge area in the congress hall.

15+ Years as a Graphic Designer

2000 – 2015

I began my professional journey as a Graphic Designer in Bulgaria while pursuing my university education. Over the years, I refined my skills through diverse experiences in media, advertising agencies, and freelancing endeavors. These opportunities provided me with a robust foundation and a versatile skill set in the realm of graphic design.