

[Portfolio – daria.works](#)

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Currently in Dublin, Ireland

Daria V.

Senior / Staff Product Designer

I have 10 years of experience in tech, with 8 years in product design. My background is in physics, and I started my career in marketing before moving into product design.

I've worked with both B2B and B2C companies of all sizes (enterprise, mid-market, startup) in various industries. I've led projects across web and mobile and have been involved in all stages of the project lifecycle, from strategy and research to visual design and testing.

I find the most excitement in working on complex projects with a high level of ambiguity, and I enjoy contributing beyond just design.

Contract Work & Personal Projects

May 2023 - Present

- Worked with a Sequoia-backed startup VEED:
 - Led the design for the mobile app subscription flow, enabling a new revenue stream for the company.
 - Designed and shipped the video export flow, creating a viral growth loop to promote the app on social media platforms.
 - Optimized App Store product page, increasing conversion by 12%.
 - Redesigned the app's core IA and shipped a number of highly requested features, increasing app's rating and download numbers.
- Led product and design for a new app, collaborating with a founder who had previously sold a company to Snapchat and two engineers.
- Designed and launched personal projects at timestwelve.xyz.

WeTransfer

Apr 2021 - May 2023

Senior Product Designer (Level 2)

- Led the vision for a new product aimed at content creators. This work had a significant impact on the company's long-term vision and strategy.
- Collaborated with PMs and engineers across two teams to define and ship MVP features of that vision (customization and monetization of transfers), resulting in a high adoption rate and a direct impact on revenue.
- Conducted interviews, onboarded new designers, and provided mentorship to them.

Senior Product Designer (Level 1)

- Led a team of two designers and a researcher to drive product discovery and vision for Paste (a presentation software).
- Designed a series of improvements for Paste, including navigation, page layout system, slide and deck editing experience, iconography, removing barriers to adoption, and improving usage metrics.
- Collaborated with the WeTransfer design team by sharing proposals, feedback, and ideas during regular working sessions.

Intercom

Feb 2019 – Mar 2021

Product Designer

- Led the design of Mobile Carousels, which had a 50% adoption rate among the target segment within three months after launch.
- Collaborated with the PM to define and execute the product vision for self-serve support solution on mobile. This involved conducting market and user research, concept exploration, and end-to-end designs.

- Developed a visual and interaction design language for Series.
- Contributed to uplevelling the design system and improving visual design quality across the org.

Yandex Maps

Oct 2016 – Feb 2019

Senior Product Designer

- Led a number of projects across two teams at Yandex Maps, the largest mapping service in Eastern Europe, with over 6.5M daily active users.
- Led the design of the routing feature in Yandex Maps mobile app.
- Partnered with a PM and other designers to rethink web app navigation and IA, removing barriers for adoption and significantly improving key usage metrics.
- Initiated continuous product discovery within the design team (weekly user research sessions and UX testing).

Product Designer

- Led the design of the new Yandex Metro mobile app on iOS and Android that reached 1M daily users within a year.
- Partnered with a PM to develop new advertising formats for Yandex Metro and Yandex Maps, enabling new revenue streams by attracting more advertisers and generating higher revenue per user.

EPAM Systems

May 2016 – Oct 2016

User Experience Designer

- Created complex design concepts for EPAM Healthcare clients' projects. Delivered a range of design artifacts, including prototypes, wireframes, and high-fidelity designs.

T-Systems

Nov 2015 – May 2016

User Experience Designer

- Produced various design artifacts, including user flows, high-fidelity designs, iconography, and prototypes for clients like Mercedes Benz.
- Managed multiple streams of work and collaborated with other designers, team leads and stakeholders across multiple time zones.

Veeam Software

Jun 2013 – Nov 2015

Web & User Experience Designer

- Delivered various marketing artifacts such as landing pages, email newsletters, PDFs, white papers, banners, and event websites.
- Conducted a usability audit of the reseller platform and collaborated with the product team to implement improvements reducing friction and support request volumes.
- Worked in partnership with a Project Manager to learn and implement agile methodologies within the product team, leading to increased efficiency and productivity.

Web Project Specialist

- Worked with US-based marketing teams managing Veeam ProPartner Portal (platform for resellers).
- Streamlined reporting processes by automating weekly and monthly report generation, saving 4-6 hours of work per week.
- Collaborated with marketing, engineering, and design teams to successfully deliver web projects.
- Managed and maintained content on the platform, ensuring timely updates. Provided direct customer support to Veeam resellers.

Mentorship

Mentor at Meander (meander.so)

Apr 2023 – present

Offering personalized guidance and feedback to help mentees navigate their careers, improve their product design skills, work on projects, gain industry insights, receive career advice, and achieve career goals.

Mentor at Mentor Move

Mar 2022 – Aug 2022

Helping Ukrainian, Belarusian, and Russian individuals moving and settling in the EU with CV reviews, career advice, job interview tips, and cultural insights relevant to the European job market.

Education

St. Petersburg State University of Telecommunications

2008 – 2013

Major: Multichannel Telecommunication Systems, Electrical Engineer

Courses & Certifications

Reforge

Feb 2022 – Dec 2022

- Reforge Product Strategy
- Experimentation + Testing
- Finding Product/Market Fit

School of Design at Yandex

June 2016 – Sep 2016

Mobile Apps Design

Skills

Product Thinking, Product Vision, Product Innovation, Qualitative & Quantitative Research, Market Research, Product Development, Software as a Service (SaaS), Experimentation, Testing, Google Analytics, Product Design, Visual Design, Interaction Design, User Experience (UX), User Research, Design Systems, Design Thinking, Conceptual Design, Accessibility, User Interface Design (UI), Mobile & Web Design, Icon Design, Information Architecture, Figma, Sketch, Wireframing, Prototyping, CSS, HTML, Adobe Photoshop, Coaching & Mentoring, Stakeholder Management, Leadership, Communication