

# Daria Riahuzova

## Senior Product Designer

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Senior Product Designer with 10+ years of experience shipping iGaming, SaaS, and B2B platforms. Delivered a full-platform redesign for a multi-region betting product (Africa, Asia, LATAM) that improved deposit conversion by ~18%. Built multi-brand design systems with Figma Variables serving 5+ markets and created an SDUI builder that cut page launch time from weeks to hours. Combine deep UX research, product analytics, and AI-powered workflows to ship scalable web and mobile experiences fast.

## SKILLS

**Design & Prototyping:** Figma (Variables, Auto Layout, Components), Prototyping, Wireframing, Interaction Design

**AI in Workflow:** ChatGPT / Claude for UX copy, research synthesis & persona generation; Midjourney for moodboards

**UX Research:** Usability Testing, User Interviews, Surveys, Heatmap Analysis, A/B Testing, Jobs-to-Be-Done

**Product Analytics:** SQL basics, Amplitude, Google Analytics, Funnel & Cohort Analysis, Data-informed Design Decisions

**Systems & Scale:** Multi-theme Design Systems, Figma Tokens, RTL Support, SDUI, Responsive Design, Adaptive Design

**Collaboration:** Agile/Scrum, Design Sprints, Jira, Miro, Stakeholder Management, Developer Handoff

**Leadership:** Team Mentoring (2 designers), Design Advocacy, Cross-functional Collaboration, Design Process Improvement

## EXPERIENCE

### Lead Product Designer | [Grove](#)

March 2023 – May 2025 | Warsaw, Poland

- **Platform Redesign:** Owned the redesign of the flagship betting & casino platform (Parimatch-family brands) across 5 regional markets in Africa, Asia, and LATAM. Simplified the deposit onboarding funnel from 6 steps to 3, improving conversion by ~18%.
- **SDUI Builder:** Designed and shipped an SDUI page builder enabling regional operators to configure homepages, promotions, and widgets without developers — reducing page launch time from 2 weeks to under 24 hours.
- **Design System:** Built a multi-theme, RTL-ready design system in Figma with 200+ components and tokenized variables, adopted by 3 product teams. UI inconsistency tickets dropped ~40%.
- **Mentoring:** Mentored 2 designers on the team, running weekly design critiques and pair-design sessions. One mid-level designer grew to senior within a year.
- Collaborated with PMs, engineers, analysts, and regional heads to align UX decisions with business KPIs (DAU, retention, average bet value).

### Senior Product Designer | [Grove](#)

July 2022 – March 2023 | Remote

- Owned end-to-end design for sportsbook and casino product streams, delivering 15+ high-fidelity flows per quarter.
- **Process Improvement:** Proposed and implemented a structured design review process (weekly critiques + async Figma feedback), reducing revision cycles by ~30%.
- Led the initial rollout of the shared design system across 2 product squads, unifying visual language and improving dev handoff speed.
- Ran competitive analysis of 10+ iGaming platforms to inform betslip UX improvements, contributing to a 12% increase in bet completion rate.

### Senior UX/UI Designer | [ATI.SU](#)

June 2021 – March 2022 | Remote

- Redesigned core user flows for one of the largest freight exchange platforms in CIS (500K+ registered companies, 250K+ daily cargo listings).
- **Key Feature:** Designed an interactive connections map helping logistics companies visualize partnerships, risks, and opportunities — adopted by 15K+ users within 3 months of launch.
- Conducted 20+ usability testing sessions and A/B tests (Google Optimize), identifying friction in search & filtering that led to a UX overhaul reducing average task completion time by ~25%.

- Worked directly with the CEO and cross-functional teams (devs, PMs, product owners) to prioritize UX initiatives based on business impact.

### **Product Designer | [Estatik \(WP Plugin\)](#)**

*June 2019 – May 2021 | Remote (US-based company)*

- Led end-to-end design for a WordPress real estate plugin used by 10K+ active websites globally.
- Redesigned the property listing and search experience, resulting in a 22% increase in user engagement (time on page, saved searches).
- Built a scalable component library and documented reusable patterns, reducing design-to-dev handoff time by ~35%.
- Designed the full customer journey from landing page to purchase, improving trial-to-paid conversion by 15%.

### **UI/UX Designer | [Unipapers](#)**

*August 2015 – May 2019 | Remote*

- Designed interfaces, flows, and specifications for 4+ web products simultaneously in a fast-paced environment.
- Collaborated with PMs, analysts, and dev teams to ship iterative improvements that grew monthly active users by ~30% over 2 years.
- Introduced a structured design spec handoff process, cutting developer questions on implementation by ~50%.

### **Earlier Roles**

**Web Designer at PROFITKIT (2014) | Web Designer at Fastw3b (2012–2013)**

Designed websites, apps, marketing materials, logos, and branding assets for software products.

## **E D U C A T I O N**

### **Product Analytics & Data Mining (*in progress*)**

Projector Institute | Jan 2025 – May 2026

### **Master's Degree — IT & Computer Graphics**

National Technical University "Kharkiv Polytechnic Institute" | 2008–2014

### **Additional Training**

Grove “Let’s Grow. Essential” — Leadership Program, 60+ hours (2024)

Bureau Gorbunov Intern School — Design Fundamentals (2015)

English HUB — Upper-Intermediate (2017)

## **L A N G U A G E S**

**Ukrainian (Native) | Russian (Native) | English (B2 Upper-Intermediate)**