Daria Riahuzova

Senior Product Designer

Warsaw, Poland

Email: kolycha9@gmail.com

Telegram: @dariariahuzova

Behance: be.net/dariariahuzova

Summary

Senior Product Designer with 10+ years of experience in iGaming and digital platforms. Specialized in Figma-based design systems, UX research, and data-informed product decisions. Led cross-functional teams and mentored junior designers to ship scalable web and mobile experiences.

Skills

Design Tools: Figma, Jira, Miro, After Effects, Photoshop, Illustrator

UX/Research: UX Research, Wireframing, Prototyping, Usability Testing, User Interviews

UI/Product: Design Systems, Responsive Design, Interaction Design

Workflow: Agile/Scrum, Design Sprints, Stakeholder Communication, Product Thinking Empathetic Leadership, Mentoring, Strategic Thinking, Cross-functional Collaboration, Design Advocacy, Active Listening, Feedback Culture, Psychological Safety

Work Experience

Growe – Lead Product Designer

https://growe.com

March 2023 – May 2025 | Warsaw, Poland

- Led product design across iGaming platforms, focusing on increasing user engagement and conversion.
- Collaborated with product leads and stakeholders on strategy and execution.
- Mentored mid and junior designers within the team.
- Built and tested prototypes in Figma, aligned with a shared design system.
- Conducted usability testing with analysts and refined flows based on feedback.
- Oversaw multi-platform UX delivery and design reviews.

Growe – Senior Product Designer

https://growe.com

July 2022 – March 2023 (Remote)

- Created, tested, and implemented user-centric solutions in close alignment with product and business goals.
- Produced high-fidelity flows, wireframes, and prototypes.
- Supported adoption of the design system across teams.
- Proposed and led changes to design processes and collaboration practices.

ATI.SU – Senior UX/UI Designer

https://ati.su

June 2021 – April 2022 | Saint Petersburg

- Ran usability testing sessions, A/B tests, and surveys.
- Created wireframes, user flows, and clickable prototypes.
- Identified UX challenges and introduced visual and interaction improvements.
- Worked cross-functionally with the CEO, developers, and product owners.

Estatik WP Plugin – Product Designer

https://estatik.net

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

- Led end-to-end design process from research to developer hand-off.
- Designed full customer journeys and built scalable design components.
- Documented reusable patterns and contributed to a centralized design system.

Unipapers – UI/UX Designer

https://unipapers.org

August 2015 – May 2019 | (Remote)

- Worked across multiple web products simultaneously.
- Designed user interfaces, flows, and specifications.
- Conducted usability testing and analytics-based UX iterations.
- Collaborated with product managers, analysts, and dev teams.

Anemone – Remote UI Designer

https://anemone.su

March 2014 – May 2015 | Russia (Remote)

- Designed website layouts, interactive modules, and stylistic assets.
- Prototyped and visualized core user flows for clients.

PROFITKIT – Web Designer

August 2014 – October 2014 | Russia

- Created website concepts, modules, and presentations.

Fastw3b – Web Designer

https://fastw3b.com

July 2012 – September 2013 | Ukraine

- Developed designs for websites, apps, and marketing materials.
- Designed logos, flyers, and brochures for software products.

Education

National Technical University "Kharkiv Polytechnic Institute"

Master of Computer Applications (M.C.A.), IT & Computer Graphics

2009 – 2014 | Kharkiv, Ukraine

Languages

- Ukrainian (Native)
- Russian (Native)
- English (Conversational)