

# KHRISTINA KURELYAK

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## OBJECTIVE

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Product Designer with 6+ years of experience (mobile/web/CarPlay), designed for various projects, from platforms with millions of users to fresh startups and specialized products. Seeking full-time job as a Senior Designer.

## EDUCATION

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**Bachelor of Management**, Kaliningrad State Technical University 2012 - 2016  
Project management • Leadership • Marketing • Planning • Organization • Financial management  
Graduation thesis topic: Optimization of business processes in the company

## SKILLS

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<b>Professional Skills</b>	Product Design • UX/UI • Inclusive Design • Product Thinking • User Research • Guidelines • Design Systems • Strategy • Interaction Design • Prototyping
<b>Soft Skills</b>	Empathy • Communication • Time Management • Team Work • Flexibility
<b>Stack</b>	Figma • Sketch • Framer • Principal • Notion • Miro • PostHog • GitLab

## EXPERIENCE

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**Founding Designer** Nov 2021 - Now  
Guru Maps · [View case study](#) *Warsaw, Poland*

- Achieved 18% growth in monthly active users by improving the UX/UI for iOS, Android, tablets, macOS, CarPlay.
- Conducted 10 in-depth interviews and designed new app feature led to 30% of growth in subscription sales.
- Developed and maintained a design system which increased the speed of development by 2 times.

**Product Designer** Jun 2019 - Nov 2021  
VK · [View case study](#) *Remote*

- Completed the full design and launch of job seeking and hiring app on the VK Mini Apps platform led to 30% growth in daily active users.
- Optimized registration process which led to +40% conversion in users' profiles filling, +30% conversion in applying for a job, +20% registrations.
- Designed the service across iOS, Android, Desktop, and Mobile Web platforms to both applicants and employers.
- Developed and maintained a design system which increased the consistency of the service.

**UX/UI Designer** Jan 2019 - May 2019  
KODE *Kaliningrad, RU*

- Designed 100+ screens for the project Mozen — a fee service for taxi drivers.
- Conducted 50+ interviews with taxi drivers to better understand their needs.
- Created a comprehensive design system which increased the design performance up to 35%.

**Product Designer** Oct 2017 - Jan 2019  
Yandex *Moscow, RU*

- Designed Yandex.Go — the number 1 taxi app in Russia.
- Launched the stories feed which saw 10+ million people in the first month and which become an integral part of our communication with millions of users

- Led the accessibility project. Organized meetings with Taxi team and blind users. Tested an accessibility of Taxi app with blind testers. Launched the improved accessibility version of the Android-app.

**Design Trainee**  
Yandex

Jun 2017 - Oct 2017  
*Moscow, RU*

- Adapted designs of Yandex.Map to suit different operating systems iOS→Android.
- Crafted promotional materials for in-app ads for 50+ businesses.
- Assisted in testing the new Yandex.Sans font within the app, as a result the font was successfully updated.
- Participated in 10+ live UX-researches with users.

## PROFESSIONAL DEVELOPMENT

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**Product Designer Course**  
Google

2022  
*Online*

**Digital Accessibility Course**  
Digital accessibility school

2021  
*Online*

**Designer of Interfaces**  
Contented & Mail.Ru Group

2019  
*Online*

**Facilitation**  
Workshop at Yandex

2018  
*On site*

**UX-researches**  
Workshop at Yandex

2018  
*On site*

**Winter Design School**  
Higher School of Economics

2017  
*On site*

## EXTRA-CURRICULAR ACTIVITIES

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- Running a Telegram channel about AR/VR/Accessibility — [Future Sailors](#). The channel has almost 4,000 subscribers.
- Volunteering on the Be My Eyes app starting in 2019.
- Volunteering in the Search and rescue service with my dog Cosmo. We search for lost people in the wilderness.