

Khristina Kurelyak

Product Designer with six years of versatile experience (mobile/web/CarPlay), having crafted designs for various projects, from platforms with millions of users to fresh startups and specialized products. Based in LA, California.

🌐 kristy.pro
✉ kkurelyak@gmail.com
☎ +1 626 399-55-57

Experience

Guru Maps
Founding Designer
Nov 2021 – Now

I am responsible for the entire design of the Guru Maps service.

- Improved the user experience, including conducting user interviews (+18% MAU)
- Designed new app features (+30% subscription sales)
- Worked on updating the user interface of the mobile application (iOS, Android, tablets)
- Developed and maintained a design system
- Adapted the app design for CarPlay
- Designed the web-site and marketing materials

* Traveller-friendly app providing offline and online navigation services

VK
Product Designer
Jun 2019 – Nov 2021

I designed VK Rabota — job seeking and hiring platform.

- Completed the full design and launch of apps for applicants and employers on the VK Mini Apps platform (+30% new users from DAU after launching)
- Engineered complex, forked workflows (+40% conversion in users' profiles filling, +30% conversion in applying for a job, +20% registrations in the new registration flow)
- Worked on the design of the service across iOS, Android, Desktop, and Mobile Web platforms to both applicants and employers
- Developed and maintained a consistent design system
- Participated in the service's rebranding from Worki to VK Rabota

* The largest Russian online social media and social networking service

KODE
UI/UX Designer
Jan 2019 – May 2019

I designed the project Mozen — a fee service for taxi drivers.

- Led a redesign of the web service
- Created a comprehensive design system
- Conducted interviews with taxi drivers to better understand their needs
- Focused on enhancing the overall user experience

* An international digital software agency

Education

Kaliningrad State Technical University
Bachelor's degree in Financial Management
Sep 2012 – Jul 2016

Skills

- Product Design
- Figma
- Sketch
- Inclusive Design
- Product Thinking
- Android
- Testing
- User Experience
- User Research
- UX/UI
- Empathy
- Accessibility
- Design System
- Strategy
- Guidelines
- Prototyping
- Interaction Design
- iOS
- Web
- Interface Animation

Approach

I am passionate about creating solutions that address user challenges and enhance their experiences. I'm deeply committed to elevating accessibility in design, ensuring it caters to all users without exception.

Yandex Go Product Designer

Oct 2017 – Jan 2019

* The largest taxi-hailing service in Russia (ex Yandex.Taxi)

I worked on the main taxi-hailing app for both iOS and Android, as well as the app for drivers.

- Created Story feed in the Taxi app (has become an integral part of our communication with millions of users and continues to be a key feature in the app)
- 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)
- Designed promo-actions (New Year promo was highlighted by many users and tech Russian mass media)
- Created interaction animations of interfaces
- Participated in creating of design system

Yandex.Maps Design Trainee

Jul 2017 – Oct 2017

* Biggest tech giant in Russia with a diverse portfolio of products

My role revolved around the Yandex.Maps mobile app.

- Adapted designs to suit different operating systems (iOS→Android)
- Crafted promotional materials for in-app ads
- Assisted in testing the new Yandex.Sans font within the app
- Designed new features
- Participated in UX-researches with users
- Discovered a love for problem-solving and creating top-notch user experiences

Professional development

Product Design

Google

2022

Digital Accessibility Course

Digital accessibility school

2021

Designer of Interfaces

Contented & Mail.Ru Group

2019

Facilitation

Workshop at Yandex

2018

UX-researches

Workshop at Yandex

2018

Winter Design School

Higher School of Economics

2017