

Khristina Kurelyak

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. Based in Los Angeles, California.

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Experience

Founding Designer

Guru Maps

Nov 2021 – Now

[View Case Study](#)

- Achieved 18% growth in monthly active users by improving the UX/UI of recorded track screen.
- Designed and launched new Hiking routes feature led to 30% of growth in subscription sales.
- 50% increase in conversion to subscription purchases by redesign onboarding and subscription sales screen.

Product Designer

VK

Jun 2019 – Nov 2021

[View Case Study](#)

- 30% growth in daily active users by the full design and launch of job seeking and hiring app on the VK Mini Apps platform
- Optimized registration process which led to +40% conversion in users' profiles filling, +30% conversion in applying for a job, +20% registrations.
- Increased development speed by 40% by designing and maintaining a design system.

UI/UX Designer

KODE

Jan 2019 – May 2019

- Designed 100+ screens for the project Mozen — a fee service for taxi drivers.
- 40% increase in users by designing new screens and conducting 50+ interviews with taxi drivers
- Created a comprehensive design system which increased the design performance up to 35%.

Product Designer

Yandex

Oct 2017 – Jan 2019

- Designed New Year promo in the Yandex.Taxi app which was seen by 20+ million people and shared 1000+ times on social media
- 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 blind users and team. Tested an accessibility of Taxi app with blind testers. Launched the improved version of the Android-app, which was highlighted as one of the best accessible app.

Design Trainee

Yandex

Jul 2017 – Oct 2017

- 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.

Education

Bachelor of Management

Kaliningrad State Technical University, 2012 – 2016

Project management
Leadership Marketing
Planning Organization
Financial management

Professional Skills

Product Design Testing
Guidelines Prototyping
Inclusive Design UX/UI
Design System Strategy
Analytics UX Research
Design Thinking Sketch
Interaction Design Figma
Framer Principal Notion
PostHog GitLab GitHub

Soft Skills

Empathy Communication
Flexibility Team Work
Time Management
Problem solving

Professional development

Product Design

Google, 2022

Digital Accessibility

Digital accessibility school, 2021

Designer of Interfaces

Contented & Mail.Ru Group, 2019

Extra-curricular activities

- 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. Helping blind and visually impaired people to cope with their daily tasks.
- Volunteering in the Search and rescue service with my dog Cosmo from 2021. We search for lost people in the wilderness.

UX-researches

Workshop at Yandex, 2018

Facilitation

Workshop at Yandex, 2018

Winter Design School

Higher School of Economics, 2017