

CHRISTINA K.

Senior Product Designer • Lead Product Designer

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Product Designer with 7+ years of experience in enhancing user experiences and business growth. **Authorized to work without visa sponsorship.**

PROFESSIONAL EXPERIENCE

Arro, Los Angeles

Jan 2024 – present

Lead Product Designer, Fintech, Edtech

- Collaborated with cross-functional teams to prioritize and roadmap AI feature development, resulting in the timely launch of new product features which contributed to a 30% increase in user engagement.
- Revamped payment flow interface by conducting user research, implementing design enhancements, and testing usability, resulting in a 20% increase in payment success rate.
- Redesigned educational section in the app by incorporating gamified elements, resulting in a 40% increase in user engagement with the learning system.

Guru Maps, Poland, Remote

2021 – 2024

Senior Product Designer, Maps and Navigation | [View case study](#)

- Enhanced user engagement by strategically overhauling the onboarding experience and in-app purchase flow, resulting in a 20% increase in service sign-ups and a 25% rise in conversion rates.
- Boosted monthly active users by 18% by refining the UX/UI of the recorded track screen, prioritizing intuitive navigation and user-friendly design principles.
- Conceptualized and executed the new Hiking Routes feature, which directly contributed to a 30% escalation in subscription sales, responding to user demand for enhanced outdoor navigation tools.

VK, Russia, Remote

2019 – 2021

Product Designer, Social Media, Hiring platform | [View case study](#)

- Led the design and launch of a job seeking and hiring application that directly contributed to a 30% increase in daily active users on the platform.
- Innovated the profile completion workflow, leading to a substantial 40% improvement in user profile completion rates.
- Redesigned the registration process to enhance user experience, resulting in a 23% rise in user sign-ups and a 30% increase in job application responses.

Yandex, Moscow, Russia

2017 – 2019

Product Designer, Taxi Services | [View case study](#)

- Crafted and launched a dynamic advertising campaign, achieving over 20 million views and 1,000+ social media shares, dramatically increasing brand awareness and user acquisition.
- Pioneered the integration of a 'stories feed' feature, boosting user engagement by 20% and extending average app session duration by 10 minutes.
- Directed an accessibility improvement project for Yandex.Taxi, achieving WCAG compliance and augmenting app usability for disabled users by 40%, reflecting a strong commitment to inclusive design.

EDUCATION

Product Designer Course , Google	2022
Digital Accessibility Course , Digital accessibility school	2021
Designer of Interfaces , Contented & Mail.Ru Group	2019
UX-researches , Workshop at Yandex	2018
Winter Design School , Higher School of Economics	2017
Bachelor of Management , Kaliningrad State Technical University	2012 – 2016

SKILLS

Product Design • User Experience • UX/UI • Inclusive Design • Accessibility • Product Thinking • User Research • Guidelines • Design Systems • Product Strategy • Interaction Design • Prototyping • Testing • iOS • Android • WEB • Animation • Empathy • Collaboration • Flexibility • Communication • Figma • Framer • Jira • GitLab • Leadership

ABOUT ME

Passionate hiker and traveler with a love for art and a loyal companion in my dog Cosmo. Engaged in volunteering since 2019, assisting blind and visually impaired individuals on the Be My Eyes app. Additionally, actively involved in search and rescue missions with Cosmo, helping locate lost individuals in the wilderness.