

CHRISTINA K.

Senior Product Designer

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Senior Product Designer with over 7 years of experience, specializing in elevating user experiences and driving business growth. Achieved a 25-30% increase in subscription sales and user conversion rates through strategic UI/UX overhauls and the introduction of innovative features. Instrumental in boosting user engagement metrics, with a notable 18-40% improvement across various platforms. **Fully authorized to work, no visa sponsorship required.**

PROFESSIONAL EXPERIENCE

Guru Maps, Poland, Remote

2021 – present

Senior Product Designer | [View case study](#)

Led the full spectrum of visual and interactive design for Guru Maps, an offline mapping and navigation service, encompassing mobile app, website interface, CarPlay integration, and marketing materials.

- 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.
- Drove a 30% uptick in web traffic and a 20% growth in customer interaction through comprehensive redesigns of marketing materials and the corporate website.

VK, Russia, Remote

2019 – 2021

Product Designer | [View case study](#)

Product Designer at Russia's largest social network for mobile and web platforms, specialized in improving the job search and posting service, enhancing user experience and engagement.

- 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.

KODE, Kaliningrad, Russia

2019 – 2019

UX/UI Designer

Lead designer of a taxi fleet management and instant cash withdrawal platform for taxi drivers.

- Pioneered the integration of user-centric features that increased user engagement by 24% and reduced customer support calls by 15%.
- Forged a synergistic partnership with the development team to redesign the user interface, resulting in a 30% reduction in user errors and a significant increase in the quality of the user experience.
- Developed a comprehensive design system that increased design efficiency by 35%, accelerated project delivery, and improved design consistency across platforms.

Yandex, Moscow, Russia

2017 – 2019

Product Designer | [View case study](#)

Product Designer of the Yandex.Taxi app, the number one taxi ordering service in Russia.

- 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.

Yandex, Moscow, Russia

2017 – 2017

Design Internship

- Optimized Yandex.Map designs for compatibility with multiple operating systems, improving the user experience and contributing to a 25% increase in user satisfaction ratings.
- Designed and produced engaging promotional materials for in-app advertising, boosting campaign success for over 50 business clients and driving a 22% increase in ad click-through rates.
- Played a key role in the testing and implementation of the new Yandex.Sans font, ensuring seamless integration across devices and platforms, resulting in positive user feedback.

EDUCATION

Kaliningrad State Technical University, Russia

2012 – 2016

Bachelor of Management

PROFESSIONAL DEVELOPMENT

Product Designer Course , 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

SKILLS

Professional 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

Soft skills: Empathy • Communication • Time Management • Team Work • Flexibility • Collaboration • Creativity • Leadership

Stack: Figma • Sketch • Framer • Principal • Notion • Miro • PostHog • GitLab • GitHub

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. We search for lost people in the wilderness.