

CHRISTINA K.

Senior Product Designer

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Product Designer with over 6 years of experience with iOS, Android, Web, CarPlay platforms. Designed for services with millions of users, fresh startups and specialized products.

EXPERIENCE

Founding Designer

Nov 2021 - Now

Guru Maps · [View case study](#)

Remote

- Revamped marketing materials and website design, resulting in a 30% increase in website traffic and a 20% increase in customer engagement.
- 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.
- Reached a climb from the 7 to the 4 position in the top grossing apps ranking by implementing a redesign of the onboarding and subscription sales screens.

Product Designer

Jun 2019 - Nov 2021

VK · [View case study](#)

Remote

- 30% growth in daily active users by design and launch of job seeking and hiring app on the new platform.
- Increased profile completion by 40% by rethinking the profile completion process.
- Redesigned the registration process, resulting in a 23% increase in user sign-ups and job responses by 30%.

UX/UI Designer

Jan 2019 - May 2019

KODE

Kaliningrad, RU

- Implemented new features in the financial web service for Taxi drivers based on user research findings, resulting in a 24% grew in user engagement and a 15% decrease in customer support requests.
- Collaborated with development team to create a more intuitive and visually appealing UI design, leading to a 30% reduction in user errors and an overall improvement of the user experience.
- Created a comprehensive design system which increased the design performance up to 35%.

Product Designer

Oct 2017 - Jan 2019

Yandex

Moscow, RU

- Developed and executed a creative and engaging advertising campaign for the Yandex.Taxi app, resulting in over 20 million views and 1000+ shares on social media.
- Implemented the first stories feed feature in a taxi app, leading to a 20% increase in user engagement and an average of 10 minutes longer time spent on the app per session.
- Led a successful accessibility project for the Yandex.Taxi app, ensuring compliance with WCAG standards and improving usability for users with disabilities by 40%.

Design Trainee

Jun 2017 - Oct 2017

Yandex

Moscow, RU

- Adapted and optimized 40+ designs of Yandex.Map to seamlessly integrate with various operating systems, resulting in a 25% increase in user satisfaction ratings.
- Crafted visually appealing promotional materials for in-app ads, generating successful campaigns for over 50 businesses and contributing to a 22% increase in click-through rates.
- Played an integral role in the testing phase of the new Yandex.Sans font within the app, ensuring its compatibility across different devices and platforms, resulting in a positive feedback from users.

EDUCATION

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

PROFESSIONAL DEVELOPMENT

Product Designer Course Google	2022 <i>Online</i>
Digital Accessibility Course Digital accessibility school	2021 <i>Online</i>
Designer of Interfaces Contented & Mail.Ru Group	2019 <i>Online</i>
Facilitation Workshop at Yandex	2018 <i>On site</i>
UX-researches Workshop at Yandex	2018 <i>On site</i>
Winter Design School Higher School of Economics	2017 <i>On site</i>

SKILLS

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

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.