

Ria Fifield

UX and product designer

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Summary

UX and product designer. Designed, built, and launched two software products end to end: Amayi, an iPhone app on the App Store, and OpenVesta, a web app for real estate agents. I start with user interviews, prototype in Figma, test before building, and keep refining after release. Years of choreography and performance trained my eye for flow, timing, and how people move through an experience.

Experience

Founder and Product Designer, Amayi

San Francisco. June 2025 to present

iPhone app of personalized affirmations and grounding practices for mothers. On the App Store since August 2026.

- Ran 5 user interviews with mothers before designing, then built an affinity diagram, two personas, and journey maps
- Sketched the first flow on paper, built wireframes and a clickable Figma prototype, and tested it before writing any code
- Changed the product from test findings: moved Community into the tab bar after testers could not find it, and replaced a slider with feeling chips people can tap
- Recruited 16 beta testers and shipped 50+ TestFlight builds, tuning check in, audio pacing, and onboarding from feedback
- Ran an accessibility pass: full VoiceOver support, text contrast to WCAG AA, 44 point touch targets, and Reduce Motion
- Designed the visual identity, app icon, and tone of voice, and managed a contractor through Upwork

Founder and Product Designer, OpenVesta

San Francisco. January 2026 to present

QR code open house sign in and lead follow up platform for real estate agents. Live at openvesta.com. Designed and built solo with AI assisted development.

- Talked with agents at open houses and in online groups to find the real problem: follow up that never happens
- Designed the visitor sign in for a phone or tablet at the door: a QR code, one question per screen, no app and no account
- Designed the agent dashboard for desktop, tablet, and phone, and three follow up emails that send on their own, the first within 30 minutes
- Cut the first plan in half to ship the smallest useful product, and shaped pricing around how agents work: free up to 40 leads, then \$29 per month
- Built one set of design tokens, designed the logo and visual system, and ran the first tester group

Project

Tutorly, responsive site for finding a private tutor

2025

- Designed the main path from site map to high fidelity in Figma: user flow, paper sketches, wireframes, final screens for desktop and phone, and a small sticker sheet of colors, type styles, buttons, and grids

Earlier experience

Dance Artist, Choreographer, and Yoga Instructor

2013 to 2026

- Created and produced original dance works, including a full show through the ODC Pilot 75 residency in 2025
- Performed internationally, including the Opening Ceremony of the Sochi 2014 Olympic Games and SFMOMA

Finance Operations, Promsvyazbank

Russia. 2011 to 2012

Education

Google UX Design Professional Certificate

2026

Bachelor of Laws, Civil Law. The Financial University under the Government of the Russian Federation, Russia

2012 to 2016

Skills

Design

user interviews

affinity mapping

personas

journey maps

user flows

wireframes

prototypes

usability testing

accessibility

responsive design

design tokens

visual identity

Tools

Figma

FigJam

Framer

Xcode

TestFlight

Claude

Cursor

Stripe

Notion

Google Workspace

Languages

English

Russian