

Valeria Kovaleva

Product Designer

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Empathetic UX/UI designer with **5+ years of experience**, specializing in delivering high-impact solutions for web and mobile services with millions of users. Empower teams to provide an enjoyable user experience, **balancing business goals with users' needs**. Have strong problem-solving and leadership skills, a talent for building effective communication with teams. Value open communication, a collaborative and innovative environment.

Portfolio: <https://kovalevadesign.com>

Professional Experience

VK / Senior Product Designer / Sep 2022 — Oct 2023 / Russia / Hybrid

Spearheaded the design of several projects at Russia's largest social networking platform with **100M+ MAU**. Partnered with product owners, researchers, analysts, UX writers, and developers to deliver features for the Core, Content, Video, and Calls teams.

- **Led the development of 3 projects:** mobile and web video editor, user's statistics dashboard, and tool for interactive videos.
- Contributed to 3 strategic initiatives: improving search usability, enhancing apps' accessibility, and elevating the news feed.
- Delivered 40+ new features for VK Video across iOS, Android, and Web platforms, resulting in a **+50% growth of video views**.
- **Supervised 2 design teams, mentored 5 designers.** Introduced new team rituals to uplevel work, facilitated design reviews.
- Maintained the design system and supervised the icon library, adding 100+ icons.

VK / Product Designer / May 2021 — Sep 2022 / Russia / On-site

Led the design and execution of the VK Video platform, helping it become the largest streaming service in the country with **75M+ MAU**.

- Redesigned **web** and **mobile** video service, leading to a **+20% increase in video views, x5 revenue growth** from video ads.
- Created a TV app from scratch, the audience reached **468K MAU** and **164K DAU**. Contributed to shaping the product strategy.
- Conducted user research, validating design concepts, translating insights from research and data into detailed design solutions.

Redmadrobot / UX/UI Designer / Nov 2020 — Apr 2021 / Russia, Saudi Arabia / Remote

As part of a multidisciplinary international team, I crafted interfaces for a Saudi Arabian product, delivering scalable design concepts.

- Optimized checkout flows for a taxi, e-commerce, and delivery super app, collaborating with product managers and engineers, resulting in a significant **-25% reduction in completion time**, that boosted customer satisfaction and conversion rates.
- Reorganized the onboarding process for new designers and implemented a design system to systemise solutions.

Crimtan / Product Designer / Jul 2020 — Oct 2020 / UK / Remote

Redesigned the dashboard of a campaign management web tool, conducted user interviews to gather insights and identify users' pain points. Established new processes to facilitate effective communication with the development team and key stakeholders.

Future Comes / Product Designer / Jul 2019 — Jul 2020 / Estonia / Remote

Collected user feedback, created end-to-end flows, wireframes, prototypes, high-fidelity designs, documentation for mobile and web fintech projects, providing high-fidelity visuals and ensuring their successful implementation. **Raised user engagement by +20%**.

St.Petersburg Polytechnic University / Project Manager, UX/UI Designer / Jul 2018 — Jul 2019 / On-site

Part-Time Work Experience

SOAX / Senior Product Designer / Aug 2023 — Present / UK / Remote

As a member of the Growth cross-functional team at a B2B data collection platform, worked closely with business, engineering, and UX research teams to simplify the authorization flow for new customers. Reduced its **completion time by -30%**.

Freelance / UX/UI Designer / Mar 2020 — Jun 2023 / Remote

Provided advisory services to 4 startups, from various industries, offering guidance and insights on how to improve their design processes or user experience across different applications and platforms.

Education

Google UX Design / 2023 — 2024

Coursera, Google Career Certificates

Design of Mobile and Web Interfaces / 2017 — 2018

St.Petersburg Polytechnic University, Russia

International Management / Bachelor's Degree / 2013 — 2017

St.Petersburg Polytechnic University, Russia

Skills and Tools

Tools: Figma, Sketch, Zeplin, Miro, Principle, Invision, Adobe Creative Suite, Jira, Asana

Design: Concept Development, Design Systems, Design Thinking, Iconography, Ideation, Information Architecture, Interaction Design, Prototyping, Strategic Thinking, Systems Design, Typography, User Experience Design, User Interface Design (UI), Visual Design

User research: A/B testing, Interviews, Usability Testing, Qualitative and Quantitative Research Methodologies, Data Analysis

Interpersonal: Active Listening, Attention to detail, Autonomy, Collaboration, Creativity, Critical Thinking, Empathy, Flexibility, Leadership, Mentorship, Multi-tasking, Negotiation, Openness, Presentation, Resilience

Other: Agile, Scrum, Lean, Basics of HTML and CSS

Languages: English (B2 / Upper Intermediate), Russian (Native)