

Valeria Kovaleva

Product Designer

Address: Netherlands, Amsterdam
LinkedIn: www.linkedin.com/in/valeria-kvl
Email: kovaliova.valeria@gmail.com

Portfolio: <https://kovalevadesign.com>

Empathetic Product Designer with **6 years of experience**, creating interfaces for web and mobile products with millions of users, complex user scenarios, and data-rich interfaces. Focused on boosting key product metrics by solving user problems.

Professional Experience

SOAX / Senior Product Designer / Remote / 1 year contract 11/2023 — 10/2024

After relocating to Cyprus, embraced the flexibility of part-time work, collaborating with 2 cross-functional product teams.

- Reduced the authorization flow completion time **by 30%** for the data extraction platform, using a data-driven design approach.
- Redesigned the user dashboard for Rampage Proxies service, enhancing its usability and increasing the user satisfaction rate.

VK / Senior Product Designer / Russia / Hybrid 09/2022 — 10/2023

- **Owned** the end-to-end design process of 4 projects at Russia's largest social media and networking platform with 100 million MAU, including the user statistics dashboard and VK Video platform.
- **Delivered 40+ new features** for VK Video across iOS, Android, and web platforms, in collaboration with developers, product managers and other stakeholders, resulting in a **50% increase** in video views.
- **Supervised 2 design teams**, influencing product design strategy. Mentored 5 designers. Maintained the design system.
- **Collaborated with designers** on strategic design initiatives to enhance search usability, app accessibility, and news feed.

VK / Product Designer / Russia / On-site 05/2021 — 09/2022

- **Led the redesign** of the VK Video service, contributing to it becoming the country's largest video service with **75M+ MAU**.
- **Initiated improvements** which increased video views on mobile platforms **by 20%** and boosted revenue from video ads **by 5x**.
- Developed a TV app that reached **468K MAU** and 164K DAU, validating designs using qualitative methods and A/B testing.

Redmadrobot / Product Designer / Russia, Saudi Arabia / Remote 11/2020 — 04/2021

- As a part of the multifunctioning team at the leading software development company in Russia, optimized checkout flows for a Saudi Arabian client's mobile super app, reducing completion time **by 25%**.
- Reorganized the onboarding process for new designers and implemented a design system to streamline solutions.

Previous experience / Product Designer, UX/UI designer, Project manager / Remote, on-site 07/2018 — 10/2020

Crimtan: Redesigned the campaign management web tool (SaaS), conducting user interviews, providing concepts and final designs.

Future Comes: Created design solutions from ideation to high-fidelity designs for a fintech project, raising user engagement **by 20%**.

Education

Google UX Design / 2024

Coursera, Google Career Certificates

Design of Mobile and Web Interfaces / 2018

St.Petersburg Polytechnic University, Russia

International Management / Bachelor's Degree / 2017

St.Petersburg Polytechnic University, Russia

Languages: English, Russian

Skills and Tools

Tools: Figma, Zeplin, Miro, Principle, Invision, Adobe Suite, Jira

Design & Research: Ideation, Prototyping, Design Thinking, Strategic Thinking, Information Architecture, Design Systems, A/B Testing, Usability Testing, Qualitative and Quantitative Methods

Interpersonal: Leadership, Creativity, Flexibility, Multi-tasking, Negotiation, Presentation, Resilience, Active Listening.

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