

Varvara Belousova

Senior Product (UX/UI) Designer

Woman, 23 years old, born October 19, 2002

+7 (995) 484-57-26 — preferred contact method

varagord@icloud.com

Telegram: @vr_gord

setka: [set.ki/Vupkg9t](https://setki.ru/Vupkg9t)

Lives in: Moscow

Citizenship: Russia, work permit: Russia

Open to remote work, open to travel

Desired position and salary

Senior Product (UX/UI) Designer

Specializations: — Designer, artist

Employment type: full-time

Work format: remote

Preferred commute time: doesn't matter

Work experience — 5 years 2 months

Aug 2024 —

present

2 yrs 2 mos

Balance-Platform

Information technology, systems integration, internet

- Software development
- Systems integration, business-process automation, IT consulting

Financial sector

- Bank

Senior Product Designer

Product design & strategy

- Designed and shipped a B2B fintech SaaS product — the "Decision Flow" IDE, including:
 - Visual builder for financial models
 - Data-driven forecasting
 - Team-collaboration control system
 - Plus many other features
- Built a scalable design system that:
 - Covered 100% of the product's UI components
 - Cut development time for new modules
- Designed most of the key features that raised customer LTV
- Shipped 20+ mechanics and 30+ scenarios

UX research & data-driven design

- Ran a full research cycle: 25 in-depth interviews with CFOs and finance directors, 3 rounds of usability testing with real users, and analysis of 120+ hours of diary studies
- Optimized key metrics: cut the path from first login to first valuable action from 7 to 4 steps; grew weekly usage frequency from 3 to 7 times; raised NPS to 72 (from a starting 38)
- Embedded a data-informed culture: behavioral analytics via Amplitude, regular A/B tests of interface decisions

Team leadership & cross-functional work

- Grew the design team: introduced a design-review process that cut errors by 60%; built a mentorship program for junior designers; set up cross-review with engineers
- Drove cross-functional alignment: weekly syncs with 5+ departments, joint workshops with marketing on feature positioning, involvement in pre-sales
- Represented design strategy: regular design-ROI reporting, presented to investors and key clients

Jul 2023 —
Aug 2024
1 yr 2 mos

4spaces

Information technology, systems integration, internet

• Internet company (search engines, payment systems, social networks, content & entertainment platforms, site promotion, etc.)

Senior Product Designer

Product design & strategy

- Built an international AI product ("AI Boost") for image generation and editing from scratch (Web, iOS, Android) — interfaces, user flows, and platform adaptation
- Created a design system and UI kit, unifying components across all platforms and cutting development time by 25%
- Improved key metrics: redesigning the purchase journey lifted CR by 27% and MRR by 11% via CJM optimization and JTBD-driven hypotheses
- Contributed to product strategy: proposed and validated features through research (A/B tests, interviews, focus groups), cutting churn by 15%

Research & data

- Ran target-audience research (including interviews in English), surfacing conversion barriers and needs of US/EU users
- Optimized the CJM, cutting steps to the target action (e.g. image generation) from 5 to 3
- Introduced regular usability testing, cutting negative App Store/Google Play reviews by 20%

Team work & communication

- Coordinated with engineering and marketing to speed up feature launches (e.g. shipped "AI Model" two weeks early)
- Presented solutions to business and investors (English level — B2), backing choices with data and ROI

Apr 2022 —
Jul 2023
1 yr 4 mos

GreenData

Middle Product Designer, UX/UI Designer

Product design & UX/UI

- Designed interfaces for a B2B low-code SaaS platform (Web, iOS, Android), covering complex business processes: CRM, ITSM, BPM, document flow, and risk management
- Grew the design system and UI kit: built new components and patterns, cutting development time by 20% and improving interface consistency
- Ran UX research: JTBD analysis, A/B tests, improving key metrics (e.g. reduced task-completion time by 15%)

Branding & marketing

- Built and extended brand identities for the company and its startups (logos, style, graphic elements) in Figma, Illustrator, Photoshop
- Designed websites (landing pages and corporate sites) in Figma and Tilda, lifting traffic conversion by 25%
- Prepared marketing and business materials (decks, banners, social content) on brand guidelines

Communication

- Coordinated with marketing, product, and engineering to keep design aligned with business requirements
- Worked with the US division (English level — B2): presented solutions, gathered feedback, adapted design for an international audience

Aug 2021 —
Apr 2022
9 mos

Tcode
Product Designer, UX/UI Designer, Communication Designer

Product design & UX/UI

- Built a CRM system for the food-service industry, "Trust" (Web, Android), from scratch — user scenarios, user flows, and interfaces for order management, customer base, and analytics
- Created a design system and UI kit, speeding development by 30% and ensuring interface consistency
- Ran UX research: JTBD analysis, A/B testing, optimizing key user flows and raising customer satisfaction by 25%

Branding & communication design

- Designed client websites with a focus on usability and conversion
- Built and extended brand identities (logos, brand style, graphic elements) using Figma, Illustrator, Photoshop
- Prepared marketing and pitch materials aligned with brand guidelines and client goals

Client work

- Worked directly with clients: gathered requirements, presented solutions, incorporated feedback, adapted design to their business goals

Education

Master's
2028

Central University
Design school, Human Experience Design, Product design

Bachelor's
2025

Samara State University of Architecture and Civil Engineering, Samara
Institute of Architecture and Design (Architecture / Design faculty), Industrial Design

Vocational
2022

Samara Petrov-Vodkin Art College
Design, Industry Designer

Professional development, courses

2025

Communal Design
TOMAT, Design

2023

Creativity on the Volga
Stankozavod Creative Cluster, Creative Business Management

Skills

Languages

Russian — Native
English — B2 — Upper-intermediate
French — A2 — Elementary

Skills

CJM UX research Responsive design UI Kit Design system creation
Interviews Material Design Prototyping Wireframing Human Interface Guidelines
Typography UI design Usability Accessibility SaaS iOS Android
Minimal Viable Product Figma Interface design User flow UI UX
CustDev A/B testing Statistical hypothesis testing Brainstorming Usability testing

Driving experience

Category B license

Additional information

About me

Senior Product (UX/UI) Designer with 6+ years in design and 4+ years shipping products to market. I specialize in building scalable design systems, running UX research, and optimizing key product metrics.

Hard skills

Product design & UX/UI

- Design systems: full creation & scaling cycle (Atomic Design, Figma Variables)
- Interfaces: responsive B2B/B2C design (Web/iOS/Android)
- UX research: quantitative (A/B tests, Amplitude analysis) and qualitative (JTBD, usability tests, empathy maps)
- Prototyping: interactive prototypes (Figma Auto-Layout, ProtoPie)
- Visual design: typographic systems (8pt grid, type scale), color models (accessible contrast, semantic palettes)

3D & motion design

- Polygon modeling (Blender, Cinema 4D)
- UI animation (After Effects)
- 3D visualization of interface concepts

Soft skills

- Cross-functional work: coordination with PM/PO, engineers, analysts; running design sprints (Design Thinking workshops)
- Communication: presenting to stakeholders (C-level, clients); constructive feedback (Radical Candor principles)
- Time management: estimating via Story Points; prioritizing with the RICE model

Tech stack

UI/UX & prototyping — Figma (Auto-Layout, Variables, Design Systems), Pixso, ProtoPie (interactive prototypes), Adobe XD

Graphics & visual design — Adobe Illustrator (vector graphics), Photoshop (retouching, image editing), After Effects (interface animation)

3D & motion design — Blender (polygon modeling), Cinema 4D (rendering)

UX research & analytics — Amplitude (behavioral analytics), Hotjar (heatmaps), Maze (usability testing)

Methodologies — Double Diamond (end-to-end design process), JTBD (Jobs-to-be-Done), Design Sprints (rapid idea validation), Atomic Design (modular design systems)

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