



Anastasiia Krasteleva

Senior Product Designer
(Design Team Lead responsibilities)

Varna, Bulgaria

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I am a Senior UX/UI Designer with 5 years of experience in product design and over 10 years in related fields such as data visualisation, visual and graphic design. I combine hands-on design with leadership responsibilities: mentoring designers, leading design reviews, onboarding new team members, and improving design processes. My contributions include building design systems, aligning design with business goals, and fostering collaboration across teams. I am now aiming to transition into a full Design Lead role, where I can leverage both my design expertise and leadership skills to grow product teams and deliver impactful user-centred solutions.

EXPERIENCE

Inter Cars

Senior UX/UI Designer, remote

UX/UI Designer, remote

Feb 2023 – Present

Jul 2022 – Feb 2023

Leadership & Team Management:

- Led design reviews and team discussions
- Participated in the recruitment process for new designers
- Onboarded new design team members
- Mentored, coached, and shared knowledge with other designers
- Distributed work among designers

Product & Process Ownership:

- Led the end-to-end design of products and features, including search flow optimisation, online booking, a calendar application, a multilingual blog, and others
- Collaborated with product owners, business analysts, developers, and stakeholders to align the user experience with business goals and technical feasibility
- Standardised and improved design processes while keeping them flexible and adaptable
- Drove post-release evaluation and continuous improvement through usability testing and analytics reviews

Key Achievements:

- Built design systems for two separate products, ensuring consistency and faster delivery
- Designed and rolled out a cross-functional contribution process for the design system, engaging designers, developers, and product owners – ensuring a seamless transition from design concepts to implemented components
- Mentored two junior designers who were promoted to mid-level positions
- Created a guide for designers with checklists, tips, and useful links, simplifying onboarding and improving workflow
- Established a clear and consistent Figma structure, making files easy to navigate for both designers and developers
- Implemented process improvements that strengthened collaboration between designers and developers, reducing misunderstandings and increasing delivery quality
- Drove a proactive culture in the design team, where designers contribute to product strategy rather than only responding to requests

SmartCom

UX/UI Designer, remote

Jul 2021 – Mar 2022

Key Projects:

- Pet Food Testing System (MARS Petcare)
- Order Management System (MARS Distribution)
- Internal Employee System (MARS HR)

Responsibilities:

- Created user flows, prototypes, high-fidelity mock-ups, conducted visual audit
- Collaborated closely with business analysts, developers, and stakeholders to transform requirements into usable product solutions

Achievements:

- Delivered multiple enterprise-grade features that streamlined internal processes at MARS Inc.
- Improved usability and visual consistency across 3 large-scale B2B platforms by establishing UI kits and documenting design standards

Freelance**Infographic Designer**, remote**Apr 2013 – Jul 2021**

Designed infographics for different businesses all over the world, including big and middle IT companies such as NGDATA, CS Lucas, ShopperTrak.

Hines**Graphic Designer**, on site**Jun 2012 – Apr 2013**

I was an in-house designer in the marketing department. My duties included creating a wide range of print layouts, outdoor advertising, presentations etc.

Hearst Shkulev Media**Graphic Designer**, on site**Nov 2011 – June 2012**

Made print design, mostly marketing materials for such magazines as ELLE, Marie Claire, ELLE Decoration, ELLE Girl, Psychologies, Maxim.

EDUCATION

British Higher School of Art & Design

Graphic designer**2011 – 2013**

Saint Petersburg State University, the Faculty of Economics

Manager**2004 – 2009****COURSES AND WORKSHOPS**

Brad Frost at Smashing Conferences

Creating and maintaining successful Design Systems**Aug 2024 – Sep 2024**

UsabilityLab

Framework Jobs To Be Done**Jan 2022**

HTML Academy

HTML & CSS. Professional Website Coding**Sep 2021 – Oct 2021**

Bang Bang Education

UX/UI: Designing User's Interface**Sep 2020 – Dec 2020**

Bioinformatics Institute

Python Programming**Aug 2020**