

Valeria Kovaleva

Product Designer

Based in Amsterdam, Netherlands

Portfolio: kovalevadesign.com

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Professional Experience

[SOAX](#) / Senior Product Designer / Remote / 1 year contract

11/2023 — 10/2024

Data extraction platform used by leading companies to collect and leverage public data

Relocated to Cyprus and 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

The largest social networking platform in Eastern Europe with 100 million MAU

- **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

Leading software development company

- 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, Miro, 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, Negotiation, Presentation, Active Listening, Collaboration & Stakeholder Management

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