



DARIA GULIAIEVA

PRODUCT DESIGNER (UX/UI)

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Product Designer with 5+ years of experience in B2B and B2C products: marketplaces, fintech and social platforms. I turn complex business logic into clear user flows, information architecture and scalable web and mobile interfaces. I back design decisions with data (A/B testing, analytics) and use AI-assisted workflows (Claude Code + Figma) to ship faster.

PORTFOLIO

www.behance.net/guliaieva

<https://dribbble.com/Guliaieva>

EXPERIENCE

Product Designer — 4GOO

Feb 2026 – Aug 2026 (full-time)

- Designed 8+ core modules for a social networking and affiliate marketing platform before its launch: referral tree, wallet and withdrawals, subscriptions, 2FA, KYC and onboarding. That came to 2,500+ web and mobile screens.
- Ran an A/B test on customizable invitation QR codes. The share rate rose from 32% to 37% (+15.6% relative lift), which shaped the referral experience.
- Localized 1,036 marketing banners (28 banners × 37 languages) in 7 hours with a Claude Code + Figma workflow, including text review and fixes.
- Designed a scalable multilingual help center.
- Took on research and requirements analysis alongside the Product Owner, and worked with developers and architects through handoff.

Product Designer (UX/UI) — Sollas

Oct 2025 – Feb 2026 (full-time)

- Designed UX/UI for FinTech, crypto lending and AI-driven SaaS products, including a sleep-tracking mobile app.
- Built dashboards and data-heavy interfaces with design tokens and Figma Variables.
- Turned product requirements into user flows, wireframes, prototypes and high-fidelity UI.

Product Designer (UX/UI) — Globy

Mar 2023 – Apr 2025 (full-time)

- Was the sole designer on a live B2B logistics and trading platform and took it from MVP to monetization.
- Redesigned registration from 3 steps to 1 and added onboarding. Completion grew from 10% to 25% (2.5×), measured in Google Analytics.
- Designed the marketplace, logistics rate search, buyer and supplier dashboards, sourcing requests, company verification, chat, help center and event calendar.
- Ran design QA on builds and reported bugs to the PM to keep implementation consistent with the designs.

UX/UI Designer — DNT Flow

Jul 2022 – Nov 2022 (part-time)

Designed internal dashboards and B2C marketplace experiences, along with responsive flows and prototypes.

UX/UI Designer — ReCheck

Feb 2021 – Jan 2022 (part-time)

Designed the MVP of a blockchain-based candidate review platform: user flows, wireframes and UI.

Freelance UX/UI Designer — Self-employed

Dec 2020 - Nov 2022 (part-time)

Designed websites and landing pages for small businesses and online education projects.

SKILLS

Product & UX

User research, A/B testing, product requirements, user flows, information architecture, user journeys, wireframing, prototyping, competitor analysis, usability improvements

UI & Design Systems

Web & mobile UI, responsive design, dashboards, data-heavy interfaces, design systems, design tokens, Figma Variables, Auto Layout, developer handoff, design QA

AI-assisted Design

Claude Code + Figma workflows, prompt engineering, AI-assisted UI generation, localization at scale, rapid prototyping

Tools

Figma, FigJam, Claude Code, ChatGPT, Google Analytics, Jira, Notion, Miro, Webflow, Framer

Languages

Ukrainian (native), Russian (native), English (B1)

EDUCATION

“Design Like a Pro”, **Svitlo Education** - 2025 - [\(Certificate\)](#)

Product Design, **MUM UX/UI** - 2024

UX Design, Skillsetter – **IT Startup Simulator** - 2021

UI/UX Course, **SD Education** - 2020 [\(Certificate\)](#)

Master’s in Tourism Business Management – **Odesa National Technological University, 2012–2017**