Kristina Beliaieva

Senior Product Designer – Data-Driven UX & Design Systems

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About me

I'm a product designer with 6+ years of experience working on web and mobile products. Most of my work focuses on complex tools and workflows like dashboards, onboarding flows, and systems that need to be clear and reliable. I enjoy digging into messy problems and turning them into simple, practical experiences. I also spend a lot of time working closely with engineers to make sure what we design is realistic and ships well. I'm increasingly focused on designing for data-rich and AI-assisted experiences, turning complex signals into interfaces that feel intuitive and drive action. Over the years I've built and scaled design systems, worked across multiple platforms, and helped teams turn ideas into real products people use every day.

Experience

Growth Product Designer – Off The Record   Mar 2024 – now · 2 yr

- Own the law firm portal experience end-to-end, designing data dashboards and performance metrics that translate complex firm data into clear, actionable insights on outcomes and earnings.
- Led the client portal refresh including navigation, dashboard, and inbox. Used FullStory to uncover friction, defined success metrics and set up clear funnels to track adoption, drop-offs, and engagement, shipping improvements that noticeably improved key task completion, especially on mobile.
- Partnered closely with engineering to build a robust QA workflow in Notion, helping the team collaborate efficiently and launch features faster while clearly tracking completed work and upcoming iterations.
- Built the design system in Figma from the ground up, evolving it into a scalable atomic structure (components, states, naming, versioning, spec tables and breakpoints responsiveness) that improved developer handoff and consistency.

Product Designer – Orizon   Dec 2022 – Mar 2024 · 1 yr 4 mos

- Led UX audits and system improvements for large-scale client products, making them easier to use and maintain.
- Served as lead designer on several major products, including a healthcare platform and a marketplace. Identified weak points and drove improvements aligned with the existing design system.
- Delivered research-driven solutions that informed product decisions and strengthened cross-team alignment.

Growth Product Designer – Clideo   Mar 2023 – Aug 2023 · 6 mos *(contract)*

- Ran deep research across leading media tools to understand strong patterns for highly competitive creation features.
- Designed media creation features (audio, video, screen recording) for web and iOS with a strong focus on clarity, usability, and pixel-perfect execution.
- Built production-accurate prototypes and handled QA across desktop and mobile to keep development smooth and implementation consistent.

Experience

Product Designer – <u>Aman Group</u>   Sep 2022 – Feb 2023 · 6 mos *(contract)*
- Led design of the company website, including case studies, service pages, and the insights hub.
- Ran UX audits for agency clients across multiple industries, including real estate.

Founding Product Designer – <u>KMA Tech</u>   Oct 2019 – Sep 2022 · 3 yrs
- Led product design for KMA Places, taking the platform from early concept to launch across iOS, Android, and web.
- Designed the product ecosystem across iOS, Android, and web, including consumer apps and business tools for restaurants.
- Worked closely with product, engineering, and sales to shape features that helped onboard businesses and customers in the first year.
- Built scalable design foundations as the platform expanded across devices and new features.

Lead Product Designer – <u>Arounda Agency</u>   Jan 2019 – Sep 2022 · 3 yrs
- Led product design for one of the agency's one of the largest clients, <u>KMA Tech</u>, delivering key platform features and maintaining high design quality across consumer and business platforms.
- Conducted competitor and user research, shaping early product concepts and user flows for international clients.
- Designed interfaces and prototypes for web and mobile applications, working closely with engineers to deliver production-ready solutions.

Visual/Graphic Designer – <u>Freelance</u>   2013 – 2019 · 6 yrs
- Worked directly with small businesses and clients on branding, websites, and marketing materials.
- Designed landing pages, e-commerce sites, logos, packaging, and visual menus for cafés and local businesses. Transformed complex content into clear visual formats, including presentations, marketing pages, and product visuals.
- Built a strong foundation in visual design, typography, client communication, and delivering practical solutions for real businesses.

Skills

Design tools: Mixpanel · FullStory · Figma · Notion · Attention Insight · Storybook · Vercel (QA) · Statig

AI tools: Notion AI · Figma AI · FigJam AI · OpenAI · Claude · StoryAI

Strengths: Complex product design · Data visualization & analytics dashboards · Scalable design systems (atomic design) · Design<>Engineering collaboration · End-to-end product ownership · High-fidelity prototyping

Education

<u>Designlab</u> – **Strategic Business Acumen Course** | Nov - Dec 2024

<u>Odessa I.I.Mechnikov National University</u> – **Bachelor's Degree of Computer in Engineering** |
Sep 2015 - Aug 2019