

Kristina Beliaieva

Senior Product Designer – Data-Driven UX & Design Systems

Location:

Elkhorn, NE

Email:

beliaieva.kristina@gmail.com

Linkedin:

[linkedin.com/in/kristys-design](https://www.linkedin.com/in/kristys-design)

Website:

kristys.design

About me

I'm a product designer with 6+ years working on complex B2B products – dashboards, portals, data-heavy workflows. The kind of work where the main design challenge is clarity, not only aesthetics.

I'm owning things end-to-end, working closely with engineers, and making sure what gets designed actually ships the way it was intended. I use FullStory to understand how people really use products, where they drop off, what they actually do versus what we assumed. I've built design systems from scratch a few times now. And lately I've been focused on AI-driven product experiences, specifically how to surface model outputs in ways that feel useful rather than overwhelming.

Experience

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

Off The Record is a legal tech platform connecting drivers with attorneys. I own design end-to-end – figuring out what to build, designing it, shipping it, and checking whether it worked.

- Introduced a performance dashboard for the law firm portal so law firms could actually make sense of their earnings, outcomes, and case activity. The goal was firms self-managing their performance – less dependency on account managers, clearer picture of what's working.
- Led a full redesign of the client portal – navigation, dashboard, inbox. Used FullStory to find where people were dropping off, built out funnels to track adoption and task completion, and saw real improvements especially on mobile.
- Mentored a junior designer from her first steps in product design to owning full design processes independently.
- Set up a QA workflow with engineering so we had a shared view of what shipped and what was coming. It made a real difference in how consistently design intent survived to production.
- Built the Figma design system and design<>dev process from scratch – components, naming, versioning, spec tables, breakpoints. Reduced a lot of the back-and-forth at handoff.
- Set up a project management space in Notion with roadmap and timelines, and introduced bi-weekly updates to engineering so the team could plan sprints with better context.

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

Design agency. I was lead designer on several large-scale client products, including a healthcare platform and a marketplace.

- Ran UX audits to find actual friction in complex workflows, then led the redesign work through to shipped improvements.
- Kept design decisions grounded in research across product, engineering, and stakeholder conversations.

Experience

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

Clideo is an online video editing platform. Short contract focused on shipping new creation features fast.

- Launched audio, video, and screen recording features on web and iOS – focused on keeping things simple in a space where competitors tend to overcomplicate.
 - Built production-ready prototypes and handled QA myself across desktop and mobile.
-

Product Designer – Aman Group Sep 2022 – Feb 2023 · 6 mos · contract

Aman Group is a design and branding agency. Short contract covering web design and UX audits for their clients.

- Led design of the company website and ran UX audits for agency clients across industries including real estate.
-

Founding Product Designer – KMA Tech Oct 2019 – Sep 2022 · 3 yrs

KMA Places is a B2B2C restaurant platform – consumer apps plus back-office tools for operators managing multi-location accounts. I was the first designer.

- Took the product from early concept to launch across iOS, Android, and web. Designed the consumer app, operator dashboard, and back-office tools.
 - Worked with product, engineering, and sales from day one – shaped what we built, not just how it looked.
 - Built the design foundations early enough that they held up through a lot of product growth.
-

Lead Product Designer – Arounda Agency Jan 2019 – Sep 2022 · 3 yrs

Arounda is a product design agency.

- I led design for KMA Tech as their main client across a 3-year engagement, alongside work for other international clients.
 - Mentored other designers on the team, reviewed their work and helped them get sharper across research, flows, and execution.
-

Visual/Graphic Designer – Freelance 2013 – 2019 · 6 yrs

Branding, websites, and marketing for small businesses. Good training for turning messy briefs into clear output fast.

Skills

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

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

Strengths: End-to-end product ownership · Complex B2B UX · Data-heavy dashboards · Design systems · Design<=>Engineering collaboration · AI-assisted experiences · High-fidelity prototyping · Research-driven iteration

Education

Designlab – Strategic Business Acumen Course | Nov - Dec 2024

Odessa I.I.Mechnikov National University – Bachelor's Degree of Computer in Engineering |

Sep 2015 - Aug 2019