

Yana Kazlova

Product Designer · Wrocław, Poland

yana.kozlova5995@gmail.com · [LinkedIn](#) · [Portfolio](#)

I specialise in translating messy, complex problems into clear, elegant experiences that feel effortless to use. For 4 years building digital products across fintech, media, wellness, and enterprise — from solo 0→1 redesigns to scaling design systems in established platforms. My background in architectural and interior design sharpened how I think about space, flow, and human movement through environments; I bring that structural thinking directly into UX.

EXPERIENCE

DuckDesign · Product Designer · Nov 2021 – Present

Top-Rated Subscription Agency (4.6/5 on Trustpilot) · 450+ startups & enterprises served

- Contributed as part of a cross-functional design team across 20 diverse products; delivered 200+ landing pages and marketing websites.
- Conducted end-to-end user research: interviews, usability tests, and synthesis — turning ambiguous briefs into informed, validated design decisions.
- Mentored junior designers through regular critiques and 1:1s, contributing to team growth and raising the quality bar across deliverables.

Selected projects

- **LogitechG (Wellness app)**. Led design for an early-stage application promoting healthy gaming habits. Designed a dashboard for tracking gaming duration and health metrics, collaborated with motion designers on engagement nudges, and built a custom health-icon system establishing a cohesive visual language.
- **Journalist.net (Media platform)**. Drove UI/UX improvements for an established journalism platform — redesigned key user flows, shipped new features, and developed a secondary media monitoring tool. Expanded and maintained the design system by introducing new components and refining existing patterns.
- **Blockpeer.finance (Fintech)**. Sole designer on a full end-to-end product redesign under tight timelines. Restructured 35+ user flows and built 100+ screens from zero, modernising the product's information architecture and visual identity. Managed full design handoff and advocated for design integrity through development.
- **Comintelli (Enterprise web)**. Directed website redesign in close collaboration with branding, graphic, and development teams. Delivered 30+ cohesive pages maintaining brand consistency, improving site navigation and information architecture across all touchpoints.

BizUp Studio · Junior Graphic Designer · Mar 2020 – Nov 2021

- Designed and produced 150+ social media assets and marketing materials across 5+ platforms and 12+ campaigns, contributing to 60% audience engagement growth.
- Redesigned website interface across 8 key pages with improved visual hierarchy — contributed to a 20% reduction in bounce rate and 15% improvement in user retention.
- Developed branded collateral including 40+ custom card designs, 2 seasonal calendars, and 30+ promotional materials; maintained 95%+ brand consistency and achieved 98% first-submission approval rate.
- Collaborated closely with marketing teams to align assets with brand identity, streamlining production timelines by 25%.

SKILLS

Design Product Design · UX/UI Design · Design Systems · Visual Design · Prototyping · Wireframing · High-Fidelity Design · Responsive Design · Accessibility

Research User Research · Usability Testing · Stakeholder Interviews · Problem Framing

Soft skills Mentorship · Stakeholder Communication · Design Advocacy · Problem-solving

EDUCATION

B.A. Architectural Design · Belarusian National Technical University 2012 – 2018

LANGUAGES

Russian Native · **English** B2+ · **Polish** A2