

Yana Kazlova

Product Designer, Wrocław, Poland

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I specialise in translating messy, complex problems into clear, elegant experiences that feel effortless to use. For 5 years building digital products across fintech, media, wellness, and enterprise: from solo 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 - Now)

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

- Lead design on the agency's most complex accounts, running 4 concurrent clients on engagements from one month to several: client-facing throughout, joining every call and negotiating scope, direction and trade-offs directly with stakeholders.
- Take vague briefs as the starting point: define the real problem, then run research, brainstorm and prototyping through to validated design decisions.
- Act as the senior design voice for the wider team: shaping others' concepts, reviewing their work, and unblocking projects that have stalled.
- Delivered across 20 diverse products and 200+ landing pages and marketing websites, spanning industries, audiences and product stages.
- Work with LLMs as a daily design partner across research synthesis, concept exploration and prototyping, including a self-initiated product built end-to-end with AI.

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.
- **Successionkeeper (Consumer fintech)**. Sole designer on an end-to-end redesign of the product and marketing site, delivered in 6 weeks working directly with the founders, including the technical co-founder. Audited and reshaped every existing feature, proposed new ones, defined the visual direction, and founded the design system the team builds on today — designing for a sensitive subject where trust and clarity do the persuading.
- **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 website 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, Sketching, Wireframing, High-Fidelity Design, Responsive Design, Accessibility, LLMs

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

Soft skills Mentorship, Stakeholder Communication, Design Advocacy, Problem-solving, Strategy Thinking

EDUCATION

B.A. Architectural Design - Belarusian National Technical University (2012 – 2018)

LANGUAGES

Russian, English, Polish, Belarusian