

KRISTINA GROMOVA

Product Designer · UX & Product · Design Systems · AI

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PROFILE

Product Designer with 9+ years of experience on complex digital products, from discovery to release: UX audits and user interviews, journey definition, wireframes, prototyping and high-fidelity UI. Comfortable with feature-dense B2B and SaaS products as well as multi-brand, multi-market contexts. Strong expertise in scalable design systems (tokens, governance, developer handoff) and in bringing AI into the design workflow. Cross-functional collaboration with Product, Engineering, Marketing and Compliance teams in international settings.

KEY SKILLS

Product Design: End-to-end design, product framing, UX audits, information architecture, user journeys, prioritisation, cross-functional collaboration

UX Research: User interviews, insight synthesis, user stories, personas, data-informed approach

UX/UI Design: User flows, wireframes, prototyping, high-fidelity UI, responsive design, WCAG accessibility

Design Systems: Tokens, Figma variables, reusable components, documentation, governance, JSON export pipeline

Generative AI: AI integrated into the design workflow (Claude, Claude Design, MidJourney, Runway, Adobe Firefly)

Art Direction: Brand management, brand books, mockups, motion design, photo and video shoots

TOOLS

Design: Figma (variables, tokens, auto-layout, libraries, assets management), Adobe Photoshop, Illustrator, After Effects, Premiere

No-code & Web: Webflow, Wix, Squarespace, Tilda, HTML/CSS

Collaboration: Miro, Notion, Slack, Jira

PROFESSIONAL EXPERIENCE

Freelance Product Designer | Self-employed | June 2017 – Present

Paris & Remote

Quable (Ibexa group) — B2B SaaS PIM/DAM product design (June – August 2026)

- Redesigned advanced configuration interfaces (exports, distribution channels): moved from JSON-based setup to a visual filtering system, keeping a dual mode for expert users
- UX framing of an AI agent feature embedded in the product: benchmark, mapping of AI touchpoints across existing journeys, interface principles (transparency, control, reversibility)
- Design system audit (token architecture, component compliance, MUI foundation) in a context of migration towards the group platform

De Grisogono — UX/UI audit & B2B extranet redesign (July – August 2026)

- UX/UI audit of the existing private-sales extranet: journey analysis, friction points and prioritised recommendations
- Redesign of the key journeys (login, dashboard, interactive catalogue, cart, PDF offer generation) for in-person sales use, iPad first
- Built the design system from the brand's art direction, extended to client PDF catalogues and transactional emails

L'Oréal — Shareholder Hub, SharePoint (Jan. – Feb. 2026)

- Information architecture and content hierarchy for finance and investment content on the shareholder hub
- End-to-end UX journeys, wireframes and high-fidelity UI within brand guidelines

Memoirs — AI-assisted book creation platform (May – Dec. 2025)

- Full product design of an AI platform: UX research, user stories, information architecture, journey definition
- Design of the creation journeys for both classic and audio books
- Prototyping and high-fidelity UI of the end-to-end experience, iterations with the engineering team

Other freelance work

- Full website design on no-code platforms (Webflow, Wix, Squarespace, Tilda) for tech startups, schools, agencies and consultants

UI/UX Designer | Numberly | April 2023 – August 2025

Paris — Data-marketing agency, digital experiences for major international accounts

Panoply — Internal design system

- Built a scalable design system from scratch to industrialise marketing operation templates (forms, quizzes, prize draws)
- Set up design tokens, Figma variables and a JSON export pipeline for the engineering teams
- Governance of reusable components, documentation and usage guidelines

Bpifrance Le Lab — UX, UI & design system

- Led the discovery phase: user interviews, insight synthesis, UX recommendations
- Full design of mockups and prototypes: wireframes, high-fidelity UI, states and interactions
- Created the design system structuring the entire digital ecosystem: components, tokens, documentation

L'Oréal — My Hair ID — UX/UI

- Art direction and full UI design of a web application, adapted across multiple markets
- Cross-functional collaboration with PMs, front-end developers, marketing and client stakeholders
- Mentored interns and apprentices: design reviews, coaching, skills development

Bollinger — Immersive digital experience

- UX/UI design of an immersive game with storytelling, quizzes and animations for the champagne house Bollinger
- Art direction and design of an interactive customer loyalty experience

Galbani x Top Chef — Promotional campaign

- Design of the full user journey: product purchase, receipt scanning, reward redemption
- Art direction and UI design of the cross-brand campaign landing page

Nido UAE — International website redesign

- Full redesign of the NIDO website for the United Arab Emirates market
- Managed market-specific constraints: Arabic language (RTL), cultural and local adaptations

Other clients: SNCF, Ouigo, Micromania, Pierre & Vacances, Center Parcs, Generali, La Banque Postale, LCL, Transavia, Groupe SEB

UI & Graphic Designer | IWD | August 2020 – April 2023

Paris — SaaS provider of visual merchandising solutions for retailers

- Strategic redesign of the corporate website for lead generation: Authority Score x4 (12→45), significant organic traffic growth
- Optimised LinkedIn Ads campaigns: CTR doubled (1.5% → 3%) through creative optimisation of visuals
- Brand management: full brand book refresh, visual assets, art direction of photo shoots

EDUCATION

Master's in Digital Creation and Publishing — Université Paris 8, 2019–2021

Generative AI for Designers — LinkedIn Learning, 2024

Responsive Design, Design Systems, Typography — Skillshare, 2022

Bachelor's in International Public Relations and Journalism — MGIMO (Moscow), 2015–2019

Exchange programme — Sciences Po Paris, 2017

LANGUAGES

French (bilingual) · English (professional) · Russian (bilingual) · Chinese (basics)

INTERESTS

DJing · Electronic music · Dance · Sport · Travel · Contemporary art · Artificial intelligence