Valeria Shulakova

Product Designer

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Barcelona, Catalonia

Portfolio

I am a skilled Product Designer with 5+ years of experience in UX/UI design and design thinking, specializing in delivering impactful user experiences across complex B2B systems, mobile apps, and web platforms. I have expertise in usability testing, user interviews, and optimizing user flows to enhance user engagement and drive business success. Proficient in Figma with a strong focus on user-centered design and seamless collaboration with developers and stakeholders.

Work Experience

Truely Travel eSIM
UX/UI Designer
June 2024 – November 2024

- Redesigned key user flows (Sign up, Log in, password reset) and developed a payment method flow for web and mobile platforms, improving the overall user experience.
- Contributed to the development and maintenance of the Design System, ensuring design consistency across all products.
- Enhanced the design and functionality of the Country Page, improving user engagement and navigation
- Improved the Checkout process, enhancing user experience
- Conducted comprehensive competitor research to inform design decisions and stay ahead of market trends
- Designed and delivered white-label projects, customizing design solutions to align with client branding and needs
- Analyzed user testing results to iterate and improve product designs, leading to enhanced user engagement
- Created a variety of marketing materials, including blog covers, Google Ads images, leaflets, flyers, and branded documents, supporting the company's promotional efforts

Kvantera
Product Designer
August 2021 – February 2024

- Led the design of a comprehensive CMS for managing the extensive library of music tracks used across the company's various products and services, enhancing user role management efficiency
    - Conducted usability testing and user interviews, gathering valuable insights that informed key interface improvements and optimized the user experience

- Designed a status-tracking dashboard and smart playlist functionality, significantly improving product usability and workflow efficiency
- Created a comprehensive search interface with a complex filtering system
- Contributed to the creation and maintenance of a design system, ensuring consistency across the interface and streamlining the design-to-development process
- Designed the ticket purchasing interface for the mobile operator's promotional campaign
- Redesigned admin panel features for managing special offers, optimizing usability

FunBox
UX/UI Designer
July 2019 – August 2021

- Redesigned features for a Parental Control app (iOS/Android), which resulted in enhanced user engagement and satisfaction
  - Optimized the process of adding and connecting new devices, leading to a higher success rate
  - Optimized the website and app usability, reducing onboarding time and improving the overall user experience
  - Revamped customer review flow for the app contributing to a more seamless user experience
- Designed an intuitive admin panel for managing landing pages, ensuring efficient content creation
- Crafted engaging animations for a mobile operator's promotional campaign, driving user engagement
- Created Landing Pages for various services and promotions

Independent Projects

Capaybara iOS App
Product Designer
Led the design process from wireframes to final product, conducting usability testing to gather feedback and iteratively improve the app. Successfully published on the App Store and collaborated closely with developers to ensure design feasibility.

Skills

- UX/UI Design: Wireframing, Prototyping, Interaction Design, Data-Driven Design, User-Centered Design, Visual Design
- User Research: Usability Testing, User Interviews, Competitor Analysis, Research Methods
- Design Systems: Creation and Maintenance, Component Libraries, Style Guides
- Design Tools: Figma, Photoshop, Sketch, Zeplin, Principle for Prototyping
- Project Management: Jira, Confluence, Miro, Agile
- Collaboration: Working with Developers, Product Managers, Analysts
- Soft Skills: Ability to Work Independently, Communictaion, Strategic Thinking, Flexibility, Attention to Details, Problem Solving

Education

Briansk State University

Bachelor's Degree

Languages

English (Professional working proficiency), **Russian** (Native), **Spanish** (Limited working proficiency), **French** (Limited working proficiency)