

Ksenia Diakova

Remote Product Designer

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SUMMARY: Product Designer with 5+ years of experience designing fintech, insurtech, banking, and web products. Skilled at owning end-to-end design — from discovery and problem framing through interaction design, prototyping, and engineering handoff. Strong systems thinker with proven ability to simplify complex financial and operational workflows into clean, intuitive user experiences. Experienced in user research, usability testing, design systems, and close collaboration with cross-functional product and engineering teams in Agile environments.

CORE SKILLS: End-to-end product design, UX/UI design, complex dashboards, data-heavy interfaces, interaction design, information architecture, design systems, wireframing & prototyping, user research, usability testing, user & SME interviews, A/B testing, success metrics, agile/iterative design, cross-functional collaboration, developer handoff, product strategy support.

TOOLS: Figma, Miro, FigJam, Notion, Tilda, Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Jira, AI-assisted design workflows

PROFESSIONAL EXPERIENCE

Freelance Designer (Mar 2025 — Present)

Remote

Freelance design work across web, UX/UI, and product design.

- Lead end-to-end UX/UI design for web and mobile projects — from discovery and problem briefs through prototyping, visual design, and delivery.
- Design landing pages, interface concepts, and digital products in Figma and Tilda for clients across multiple industries.
- Apply user-centered design methods to validate assumptions and deliver iterative, research-informed solutions.

SberFirst / Sberbank (Jul 2022 – Feb 2025)

Moscow, Russia

One of the largest banking groups in Eastern Europe; SberFirst is its premium banking and wealth management segment serving high-net-worth clients.

Middle Product Designer

- Owned end-to-end design for investment dashboards and portfolio management tools across mobile app, web, and relationship manager tablet interfaces — from discovery and problem framing through interaction design, prototyping, and implementation support.
- Simplified complex financial logic, portfolio data, and risk indicators into structured, user-friendly interfaces for both end clients and internal banking professionals.
- Launched analyst-curated investment showcases, portfolio comparison tools, and risk-rating features; maintained consistent design language aligned with the Sber design system.
- Improved portfolio advisory workflows by reducing in-office consultation time by ~28% and increasing relationship manager daily client capacity by 60% (from 5 to 8 clients) through remote follow-up scenario design.
- Validated design decisions through user interviews and usability tests with relationship managers; synthesized findings into actionable scope and prepared implementation-ready specs for product, analytics, and engineering teams.

Simble / Flexi-drive (Apr 2021 — Apr 2022)

Remote

Insurtech startup building an on-demand comprehensive car insurance mobile app for B2C users

Middle Product Designer

Owned full UX/UI design cycle for an on-demand car insurance mobile app — from user flows, wireframes, and prototypes through high-fidelity UI design and developer handoff.

- Redesigned onboarding experience based on user interviews and funnel analysis, increasing conversion from first app session to first purchase by ~30%.
- Designed a demo mode enabling users to explore tariffs and core features before registration, increasing the upper funnel by ~20%.
- Built a scalable product design system from scratch, enabling the team to design and ship features faster with consistent, reusable components.
- Validated product hypotheses through UX tests, A/B testing, and funnel analysis; defined and monitored success metrics for design decisions.
- Supported product prioritization and sprint planning during a product management gap, demonstrating ability to drive team momentum through the product lifecycle.

EDUCATION

Saratov State Law Academy

Saratov, Russia

Bachelor's Degree in Law (Sep 2015 – Jul 2019)

COURSES

- **Wannabe** — Superpowered UX/UI, 2025
- **SberUniversity** — From UX/UI to Product Designer, 2023
- **Skillbox** — Web Designer PRO 2.0, Interface Animation, 2017

ADDITIONAL INFORMATION

- Languages: Russian (Native), English (Working proficiency), Spanish (Elementary proficiency)