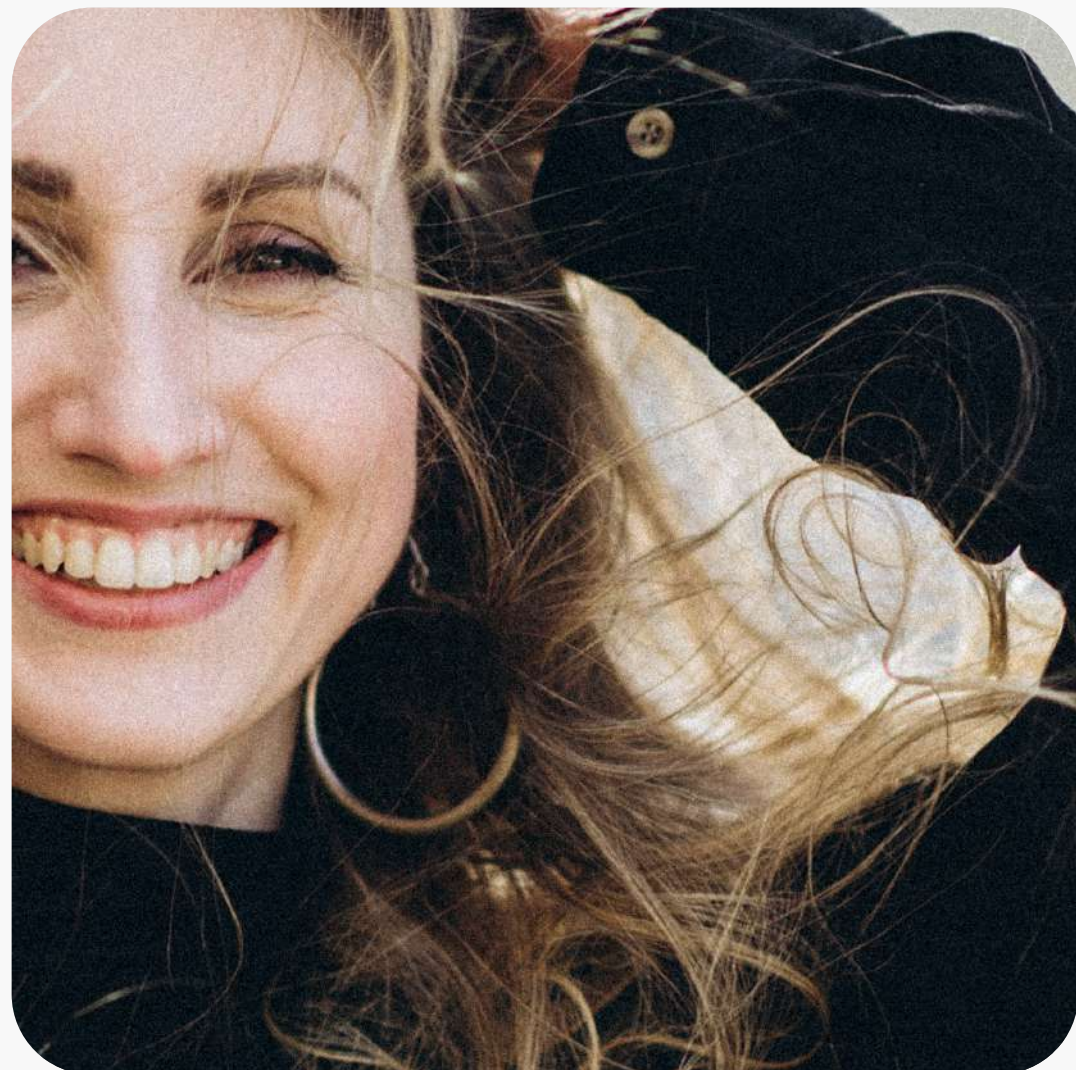


Portfolio

Diana Gulyaeva

Senior Product Designer



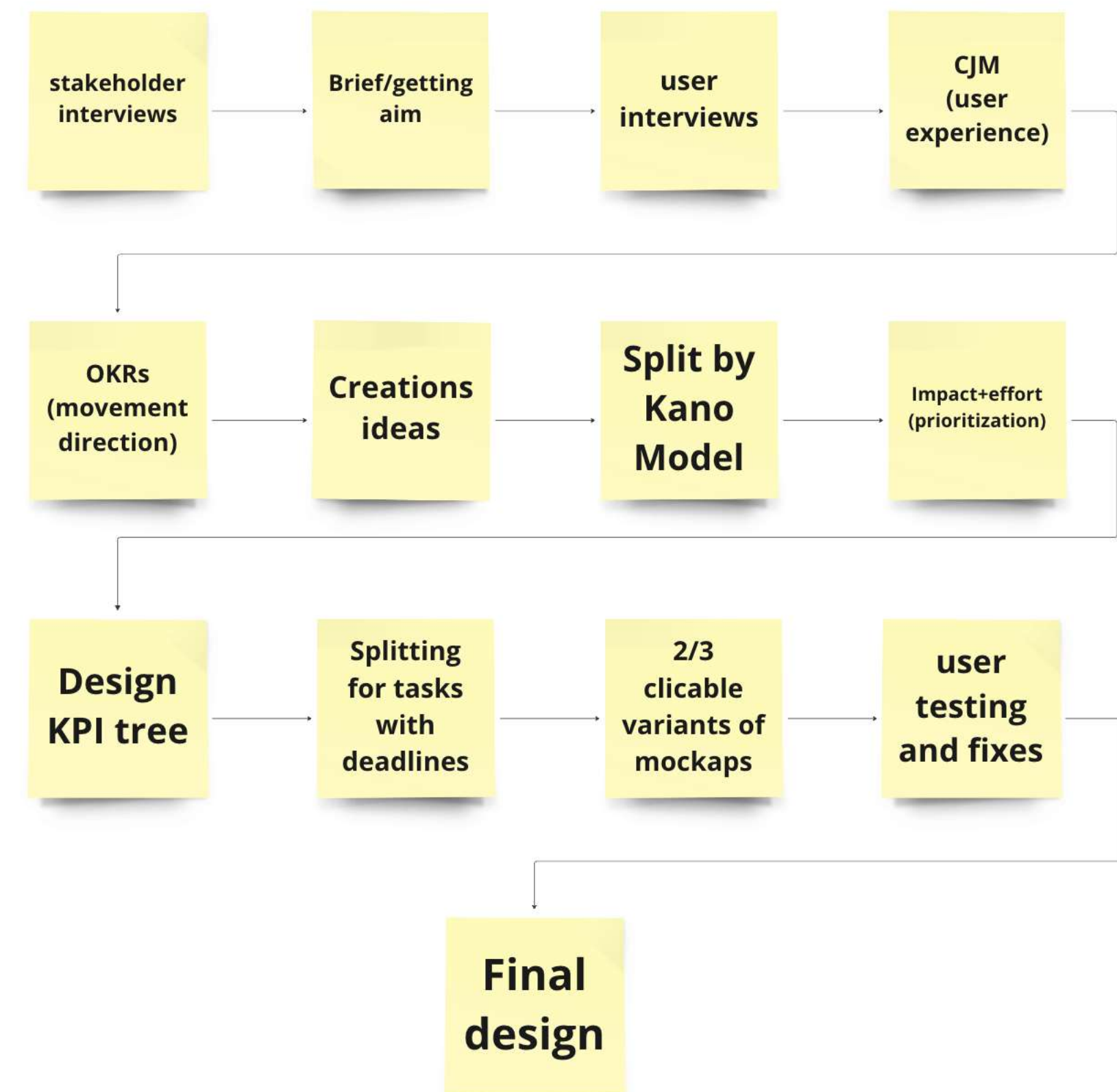
My design process

About Me

As a UX/UI designer with over 13 years of experience and a Bachelor's degree in Design, I've honed my skills in structure, organization, and fostering interpersonal relationships.

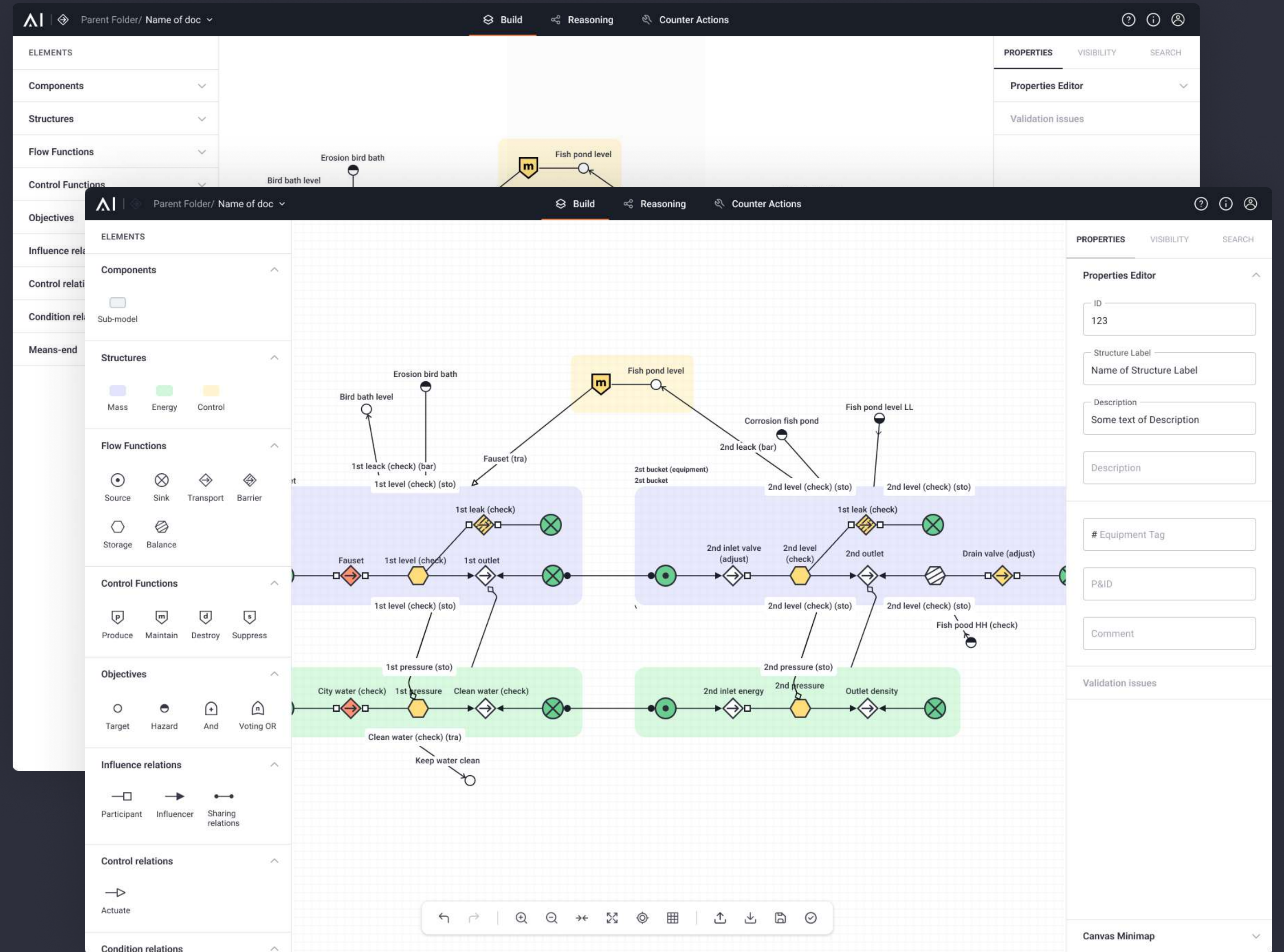
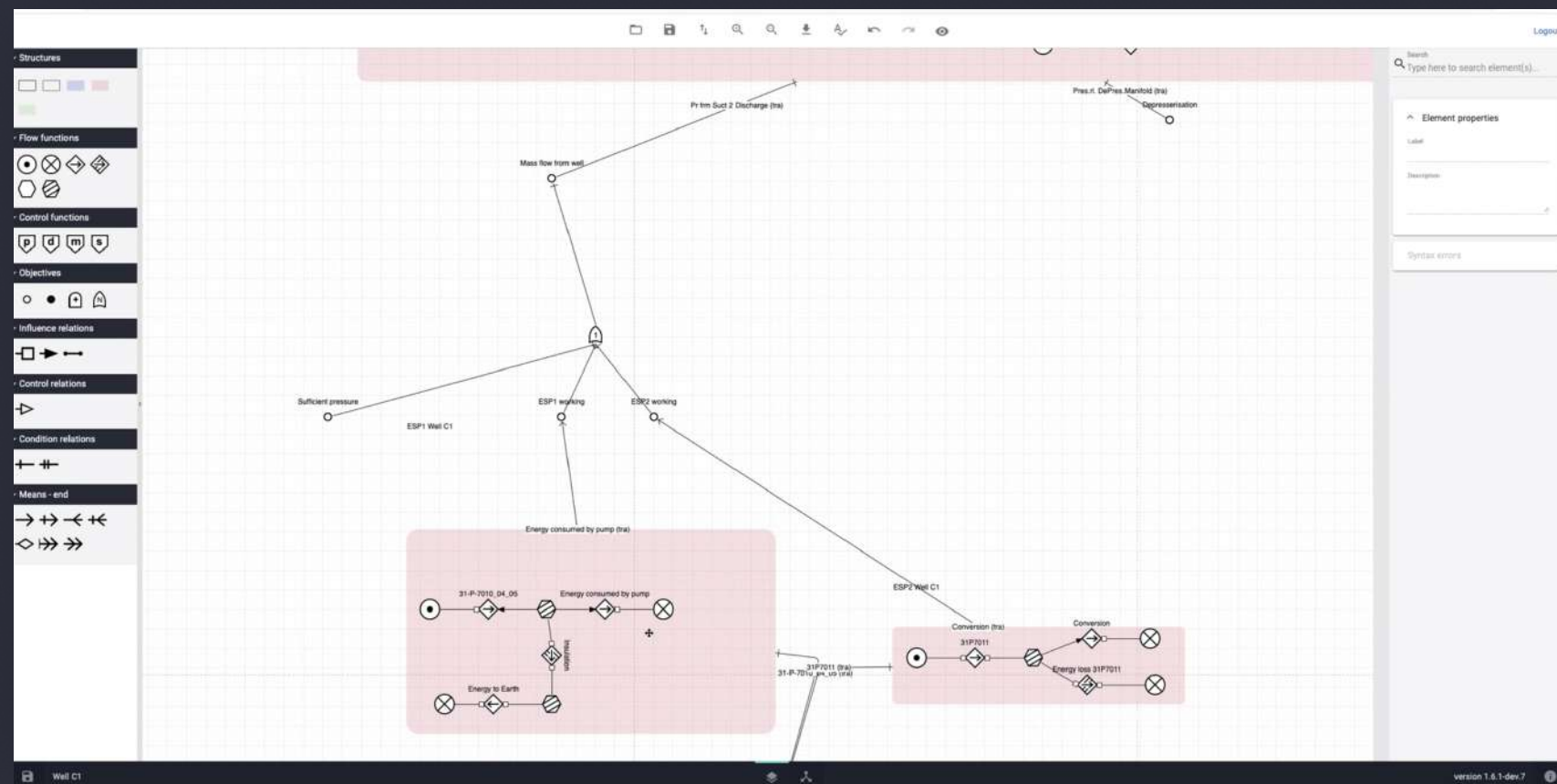
Beyond my design expertise, I'm passionate about continuous self-improvement, exploring new technologies (including my creation of a ChatGPT bank analysis app), and delving into Product Management.

In every product or experience I craft, my focus is unwaveringly on Ease of Use and Simplicity. I firmly believe that the central theme should always be Usefulness. Without it, our efforts risk being mere waste



after redesign

How it was 🤔



Tribu

CRM system that makes volunteer management easier

My Responsibilities

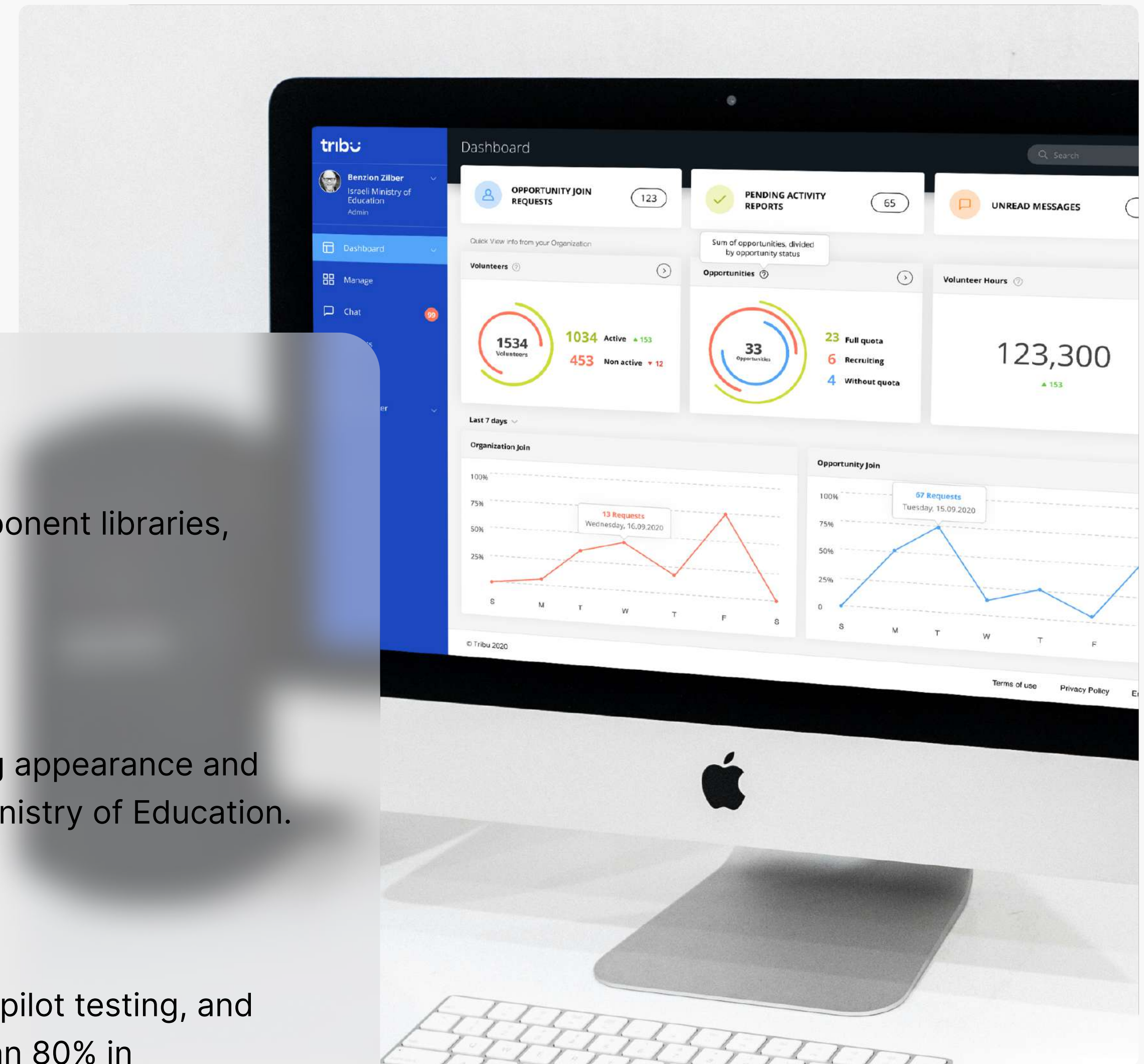
To manage end-to-end design processes, organizing systems and component libraries, developing prototypes to test hypotheses with the product team.

Needs

Administration system redesign. Simplifying the site structure, improving appearance and readability. The snag was that the users are elderly employees of the Ministry of Education.

Solution/Result

Solutions include creating a simplified interface, feedback mechanisms, pilot testing, and collaboration with stakeholders. User Satisfaction Surveys was more than 80% in percentage terms. Task Completion Rate was more than 90% in percentage terms.



tribu Dashboard

Last update: Sunday 23.11.2020 Current year: תש"פ

Pending Attendance Reports
23

Pending VO Join Requests
45

Changes since yesterday

Schools	12	0
VO's in the municipality	1,010	▲ 1
Reported hours	119,332	▼ 1

Line Chart

■ Signed up to the app ■ Joined a VO ■ Reported activity

tribu Feed

Search, Creator type, Organization, Status

Last Event	Media	Post text	Feedback	Creator name	Group	Organization	Status
23.07.2019		Often the best way L...	5 @ 2 @ 5	Daniel Weinberg	5-0	מועצה מקומית קריית סבע	Published
23.07.2019		Cool	10 @ 0 @ 1	Dudi Israel	5-0	המועצה המקומית ארנונה	Published
23.07.2019		(smile)	0 @ 0 @ 1	Odie Camel	5-0	יחידים - לוחם הנגד הרחבה	Published
23.07.2019		If you help someone	12 @ 4	Ela Zilber	6-0	שילוח - שותף לאחי המונכר	Published
22.07.2019		Keep the fate of pe...	1 @ 6	Daniela Pk	9-0	שילוח - שותף לאחי המונכר	Published
22.07.2019			0 @ 2	Elon Bear	7-0	מועצה מקומית קריית סבע	Published
22.07.2019			7 @ 7	Daniel Weinberg		המועצה המקומית ארנונה	Published
21.07.2019		(smile)	3 @ 1	Savannah Nguyen	8-0	יחידים - לוחם הנגד הרחבה	Published
21.07.2019		Keep the fate of pe...	0 @ 6	Odie Camel	9-0	שילוח - שותף לאחי המונכר	Published
21.07.2019		It is necessary to hel...	1 @ 4	Ela Zilber	6-0	יחידים - לוחם הנגד הרחבה	Published
21.07.2019		If you help someone	5 @ 0	Kristin Watson	9-0	מועצה מקומית קריית סבע	Published
21.07.2019			1 @ 2	Elon Bear	5-0	המועצה המקומית ארנונה	Deleted
21.07.2019			1 @ 2	Daniel L	5-0	המועצה המקומית ארנונה	Deleted

תש"פ 01.09.2019 - 31.06.2020 2 Activity statuses

	School activity	Users	On App	Joined VO	Reported activity	Completed goal	Pending reports	Pending requests
Not active	0%	250	15%	12%	24%	1%	4	2
Low	50%	2	100%	15%				
Not active	0%	250	2%	100%				
High	100%	56	90%	2%				
Medium	75%	250	34%	90%				
Low	48%	250	1%	34%				
Not active	0%	4	56%	1%				
Very Low	8%	250	100%	56%				
Medium	74%	23	34%	100%				

123 Not active

Owner, Mentoring, Visible For

Private, Public, List view, Create opportunity

tribu Chat

45 All, Groups, Opportunities, Users

Search

- SOS Pets 12.00
- Annabella Rubio 01.10
- Marcos Bell 30.09
- TLV - Center 25.07
- Eva Bell 22.03
- Marquise Huynh 01.12.2019
- TLV - West 01.12.2019
- Ashdod - West 25.06.2019
- Jerusalem - East 02.06.2019
- TLV - North 30.01.2018

Chat with Eva Bell: 10.9.2019

Did you enjoy your volunteering? 12:00

Great. How about you? 12:05

I had a great time!! 12:08

Look please 12:08

Rules how use ourjeni... 31 MB

Rures 2 5 MB

Art club 88

Redesign of The world's first investment platform-museum

My Responsibilities

My responsibility was to conduct thorough research, establish a design system, and execute a redesign that would attract investors, merging elegance with functionality.

Problem

The previous website suffered from a lack of style and appeared outdated, failing to align with the themes of the site: investment, cryptocurrency, and art.

Solution

The solution involved integrating investment dashboards with artistic elements, resulting in a minimalistic, stylish, and simplistic design approach. As a result, User Engagement was increased by 10% Conversion Rate was increased by 18%.



FIELDS OF PARADISE

abstract painting

 Pierre-Auguste Renoir

10 / 99 990 tokens available

year: 1792

dimensions: 103x79.5 cm

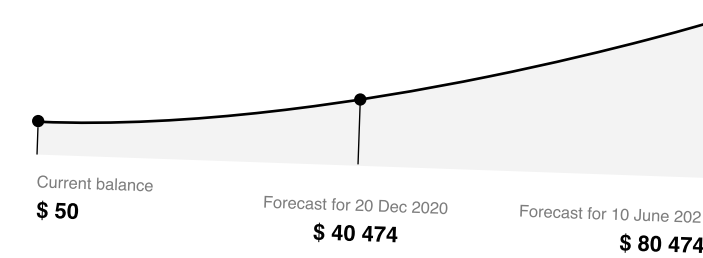
type: portrait

technic: oil on canvas

era, style: renaissance

history of investing to "painting name"

date	price	increase
1.03.2021	4 999 645 \$	50 \$
1.03.2021	4 999 645 \$	50 \$
1.03.2021	4 999 645 \$	50 \$




TO BUY "PAINTING NAME"?

Time left: 5d 23h 1 Wednesday, 4:20PM


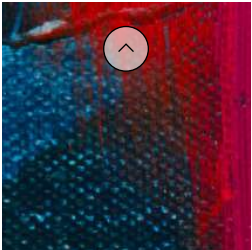

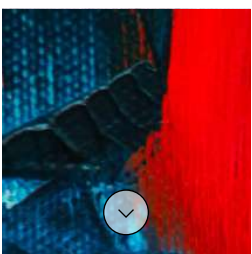
buy it now

10 000 000 \$

Required: only KYC need

ART CLUB 88 beta [gallery](#) [buy a painting](#) [dashboard](#) [operations](#) [tokens](#) [EN](#) [connect wallet](#)  Darrell Steward

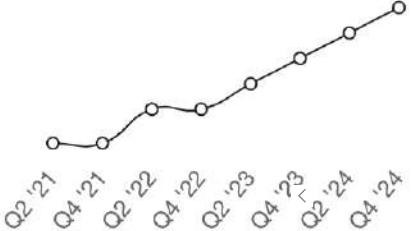
[back](#)

1 aror (token) : 100 \$

painting price: 5 000 000 \$


price growth forecast:











provenance:


- by descent in the family of the dukes of bedfrord at woburn, until sold by john, 6th duke of bedford(1766-1839), circ 1827 john 3rd earl spencer (1782-1845)
- by descent in the family of earls spencer at althorp to john, 7th earl spencer until after 1936
- with lord duveen, london and new york
- norton simon
- the norton simon institute, california, sold in these rooms 27th june 1973, lot 3

FIELDS OF PARADISE

[painting](#) [dashboard](#) [operations](#) [tokens](#) [EN](#) [connect wallet](#)  Darrell Steward

token	quantity	sum	status
 INDX	150	\$ 45 000	awaiting payment 48:25
 INDX	10	\$ 3 000	awaiting payment 04:54:25
 ANK	20	\$ 1 400	confirming ...
 JSC	10	\$ 3 500	confirming
 ANK	20	\$ 1 400	completed
 JSC	10	\$ 3 500	rejected
 INDX	150	\$ 45 000	completed
onus	--	\$ 153	completed

ART CLUB 88 beta [gallery](#) [buy a painting](#) [Pierre-Auguste Renoir dashboard](#) [operations](#) [tokens](#) [EN](#) [connect wallet](#)  Darrell Steward











index token - aloha gallery branded token

Index Token is Aloha Gallery's proprietary asset. Buying it, you buy shares of all the paintings at once and increase your chance of investment growth.

1 indx = \$ 300

buy index token

current course for 02 october

name	capitalization	sold	available	your balance	price chart (7 days)	price	deposit
 INDX	\$ 30 000 000	91 033	8 967	12		\$ 300	buy
 ANK	\$ 7 000 000	86 544	13 456	1 675		\$ 70	buy
 JSC	\$ 35 000 000	24 112	75 888	0		\$ 350	buy
 MDN	\$ 35 000 000	100 000	0	0		\$ 250	report an arrival




ART CLUB 88 beta [gallery](#) [buy a painting](#) [dashboard](#) [operations](#) [tokens](#) [EN](#) [connect wallet](#)

Current balance: **\$ 50**

Forecast for 20 Dec 2020: **\$ 40 474**

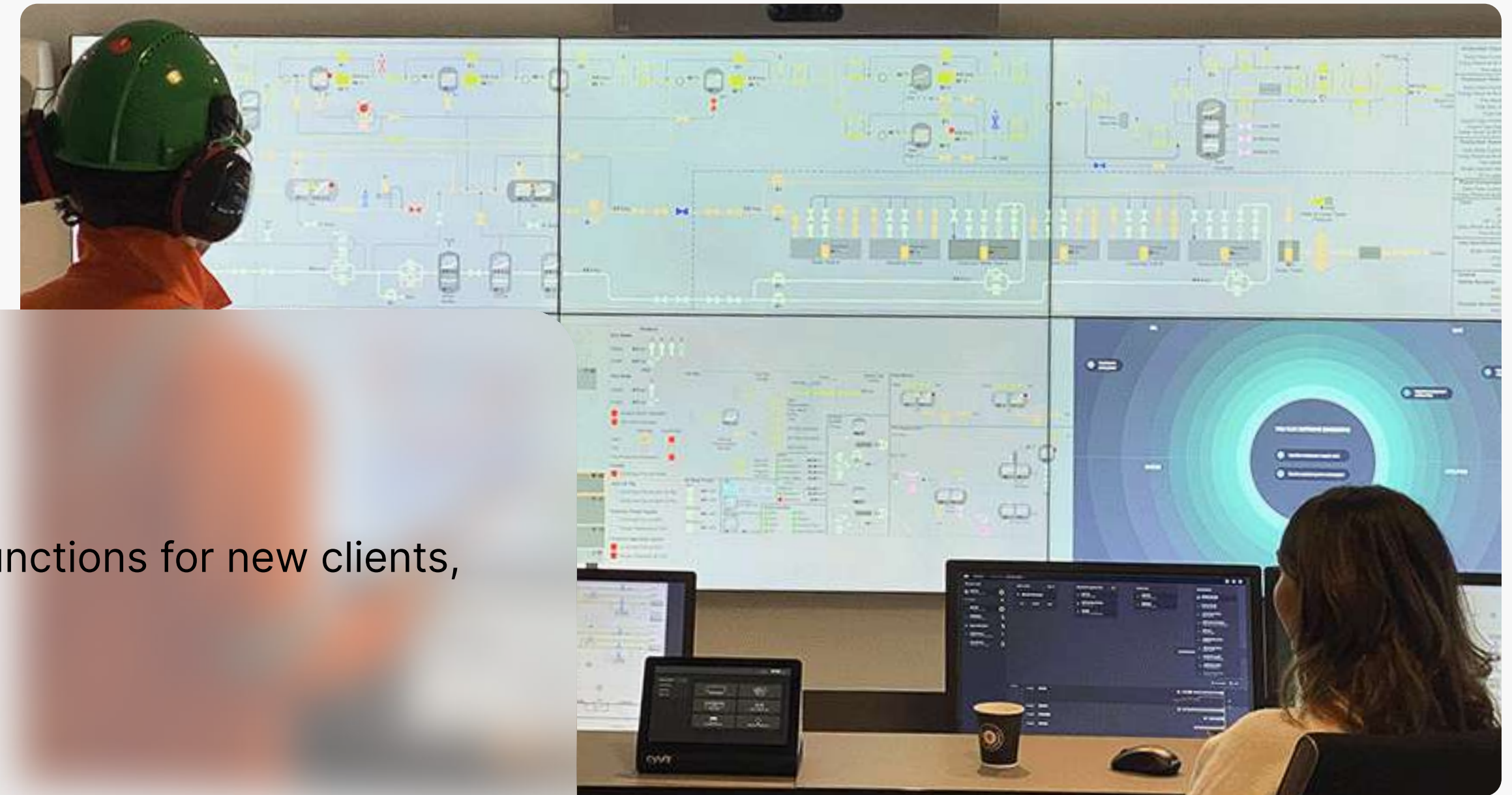
Forecast for 10 Jun 2021: **\$ 80 474**

Current year | for 1 year | for 2 years

name	balance	sold	available	price	dep
 INDX	35	91 033	8 967	\$ 300	
 ANK	428	86 544	13 456	\$ 70	buy more
 JSC	15	24 112	75 888	\$ 350	

CRM

Design of an intelligent aid for control room operators



My Responsibilities

My roles in this task were: building a design system, creating new functions for new clients, animation for training clients.

Challenge

The design should ensure ease of use and efficient information management for control room operators, considering potential critical situations. The main challenge is to convey impending issues without resorting to the use of the color red.

Solution

I used included alternate colors to convey a sense of importance, symbols to indicate conditions or alerts. And after that we did User-Centered Design Testing to get feedback.

AI
Equipment 2
Configurator

ROOT CAUSES

- 23VA001 Stabilisation separator
- Corrective Action**
Adjust production choke
- Ranking
- HP Flare In Stabilisation separator press....
- 23VA001 Stabilisation separator press....
- 23KA001 ASV Opening Min flow control

VERIFY CAUSE Clear All

- Abnormal gas injection rate?
 - 23XV101 Gas Mass flow
 - Low Normal High
- Check if inlet separator oil level control valve is stuck...

EQUIPMENT

- A-50PA001A Hot Seawater Circulation Pump A
- A-50PH001B Seawater Lift Pump B
- Abnormal gas injection rate?
- 23VA001 Stabilisation separator press...

PREVENTION

- HP Flare In HP Flare in system to Recompress...
- Close XV

CONSEQUENCES

- High water in oil to carg
- Default in the list Without icons
- Oil flow to storage 21FT0120X
- High Press/Temp in Cargo
- Entrainment of Oil in Gas
- Potential Probl. in Recomp Light MV in gas due to low T
- HHigh RVP oil to cargo

3 CONFIRMED OBSERVATIONS

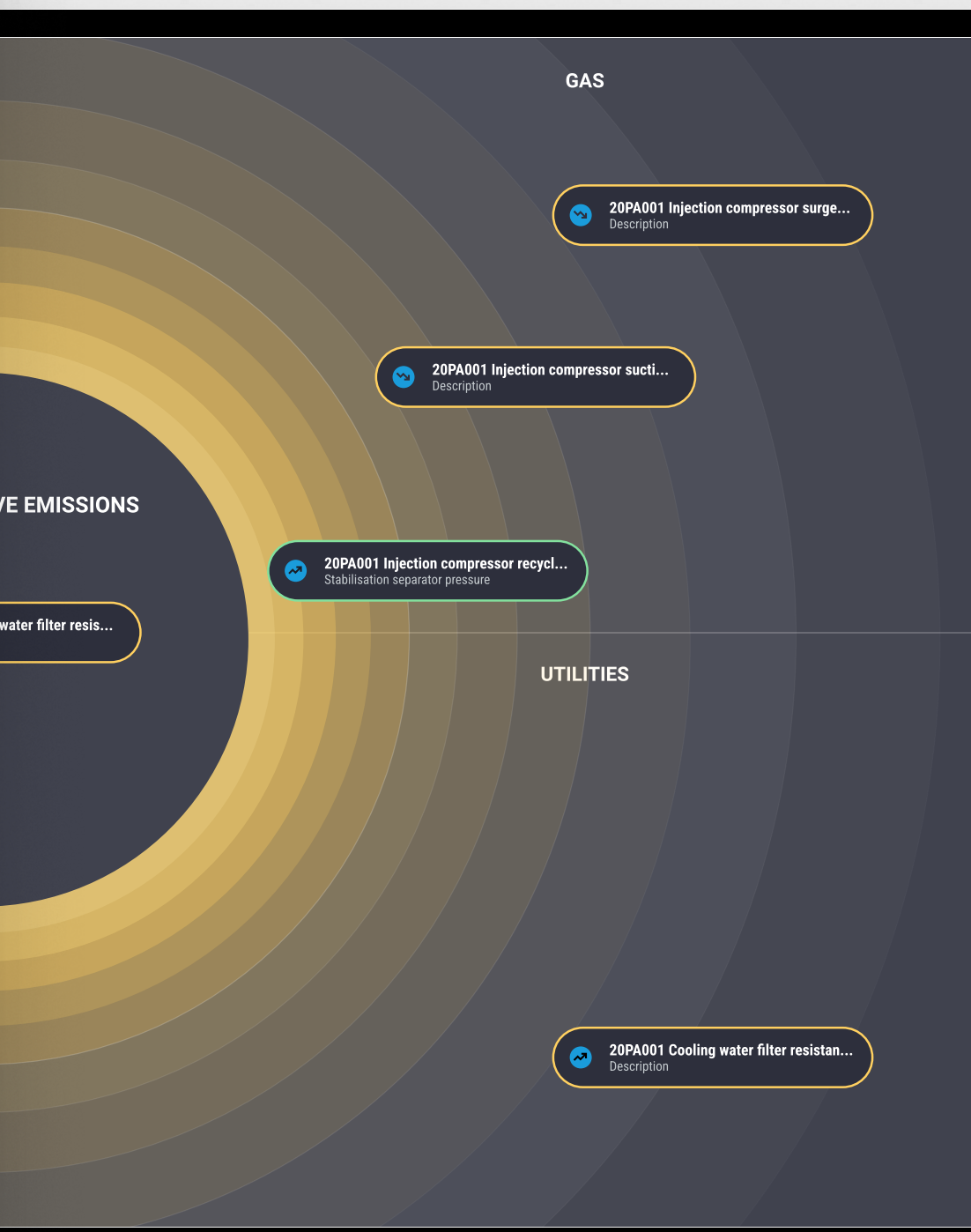
3 Ongoing

5 min ago	Abnormal gas injection rate?
8 min ago	23KA001 Speed Compressor speed
17 min ago	23VA001 Stabilisation separator pressure

Equipment status | Rewind | Clear Verifies

VERIFY CAUSE Clear All

- Abnormal gas injection rate?
 - 23XV101 Gas Mass flow
 - Low Normal High
- Check if inlet separator oil level control valve is stuck open



WHAT TO WEAR TO OFFICE

According to Mikado personal stylist Jordan Solch, "Sheath dresses, pencil skirts, four-inch hems, and overly-tailored blazers are almost entirely a thing of the past. The focus now is on comfort while keeping it polished."

Over suits are perfect for formal conferences, speaking engagements, and meetings, but one of the best things about them is their versatility," the duo told us. "You can mix and match the separates with pieces already in your closet and create so many different outfits using the pieces."

Last unit

Show on model



WEEKEND MAX MARA

Cotton sweater

€143

€239 40% off

XS S M L



BURBERRY

Cotton-gabardine trench

€2,490

€1,490 40% off

L



AUTUMN CASHMERE

Ribbed-knit midi dress

€150

€300 50% off

XS S M L

HAVE A QUESTION

Posh

Ecommerce for leading luxury retailer

My Responsibilities

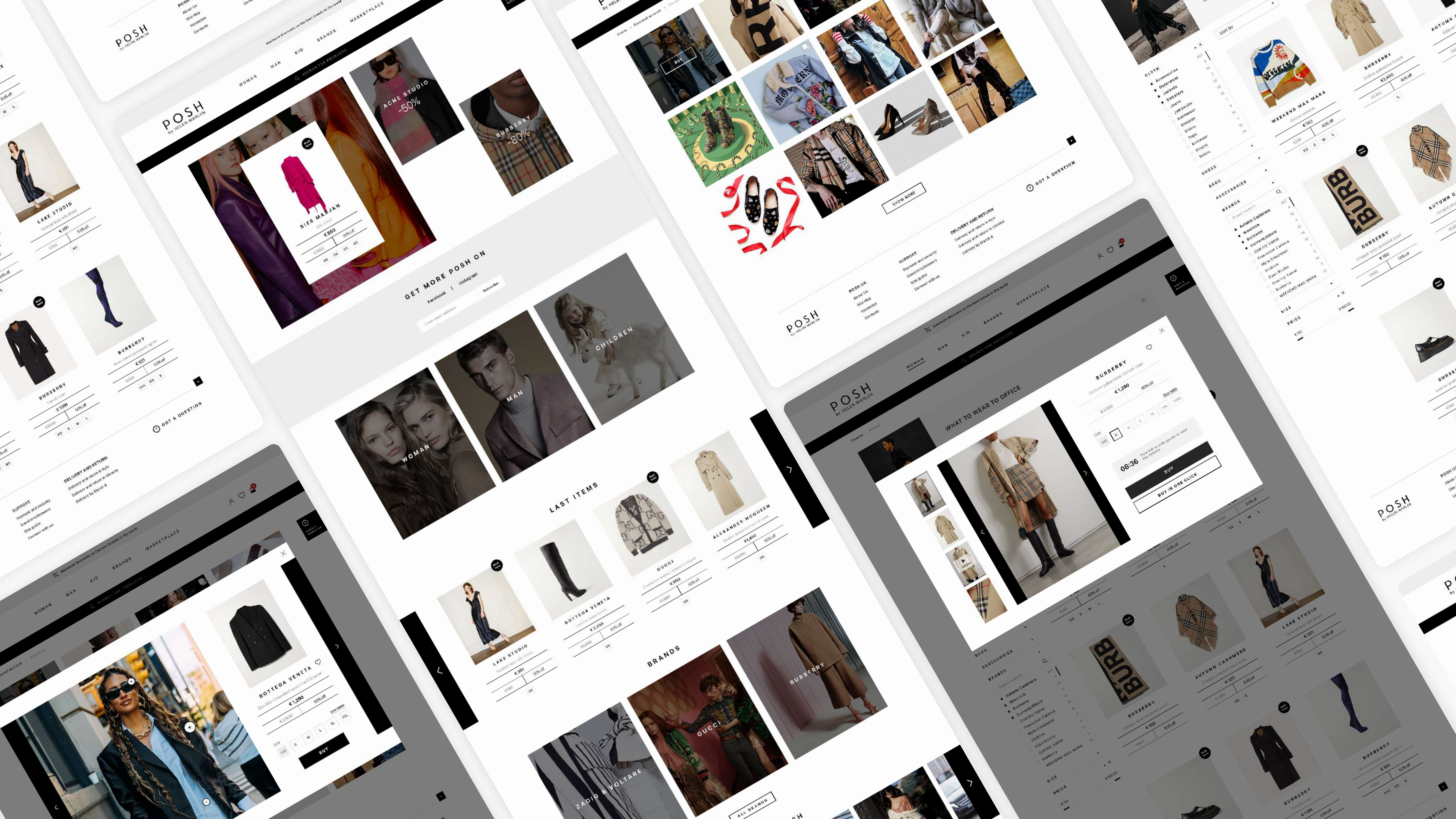
On this project I was responsible for the research, wireframing and design system. The task was to develop a platform for all types of devices.

Needs

The website should reflect the high level of the brand and provide an exceptional user experience consistent with the reputation of a luxury brands.

Solution/Result

To analyze competitors and study their design and user experience, methods such as website exploration, user behavior analysis, comparative testing, and feedback are utilized to identify best practices and opportunities for improving one's own website.



Misto

App about investigating history of city in real time

My Responsibilities

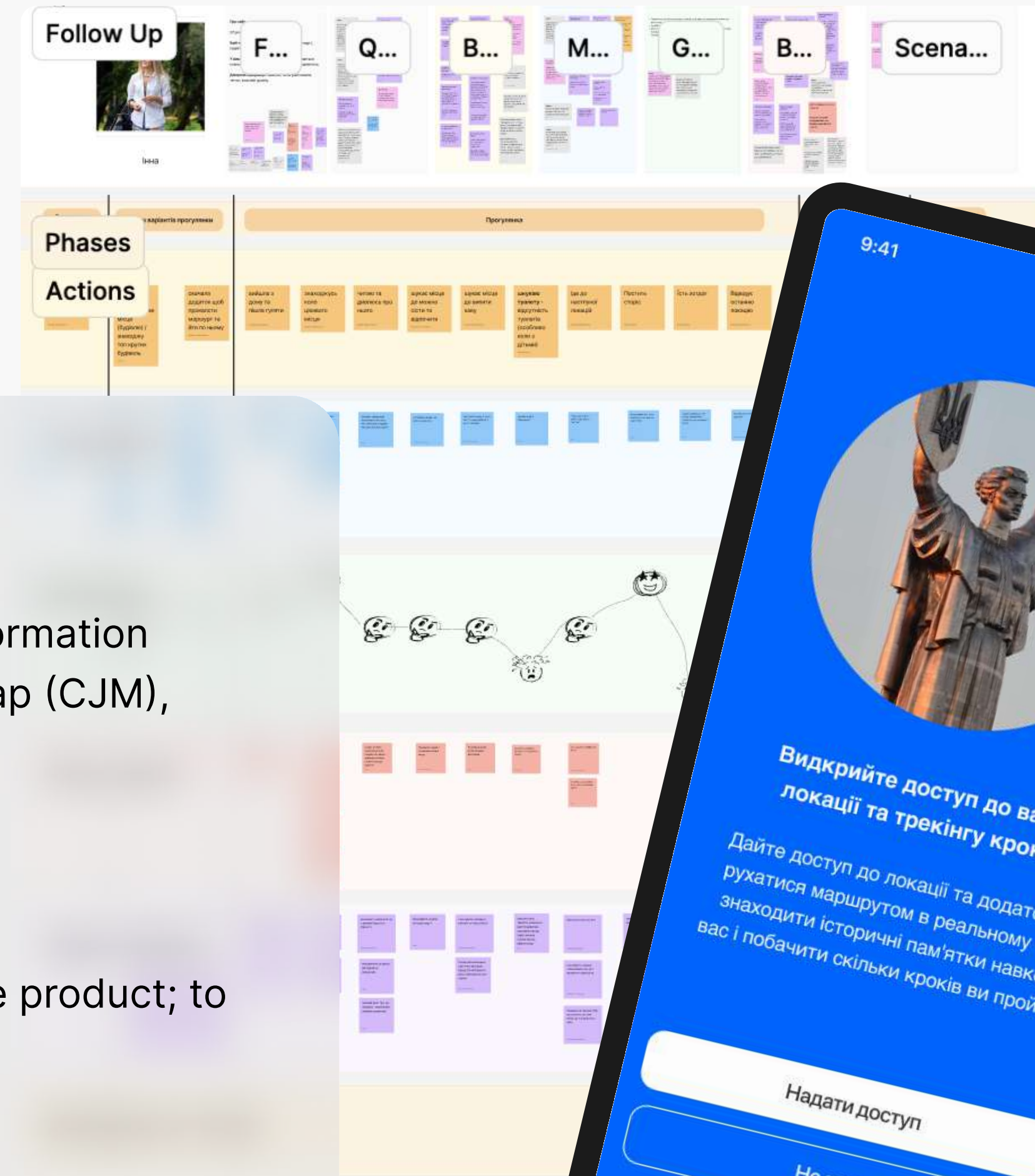
My task was to conduct research, interview stakeholders and users, gather information about the target audience, competitors, user experience, Customer Journey Map (CJM), Usability Testing Plan, and creation MVP.

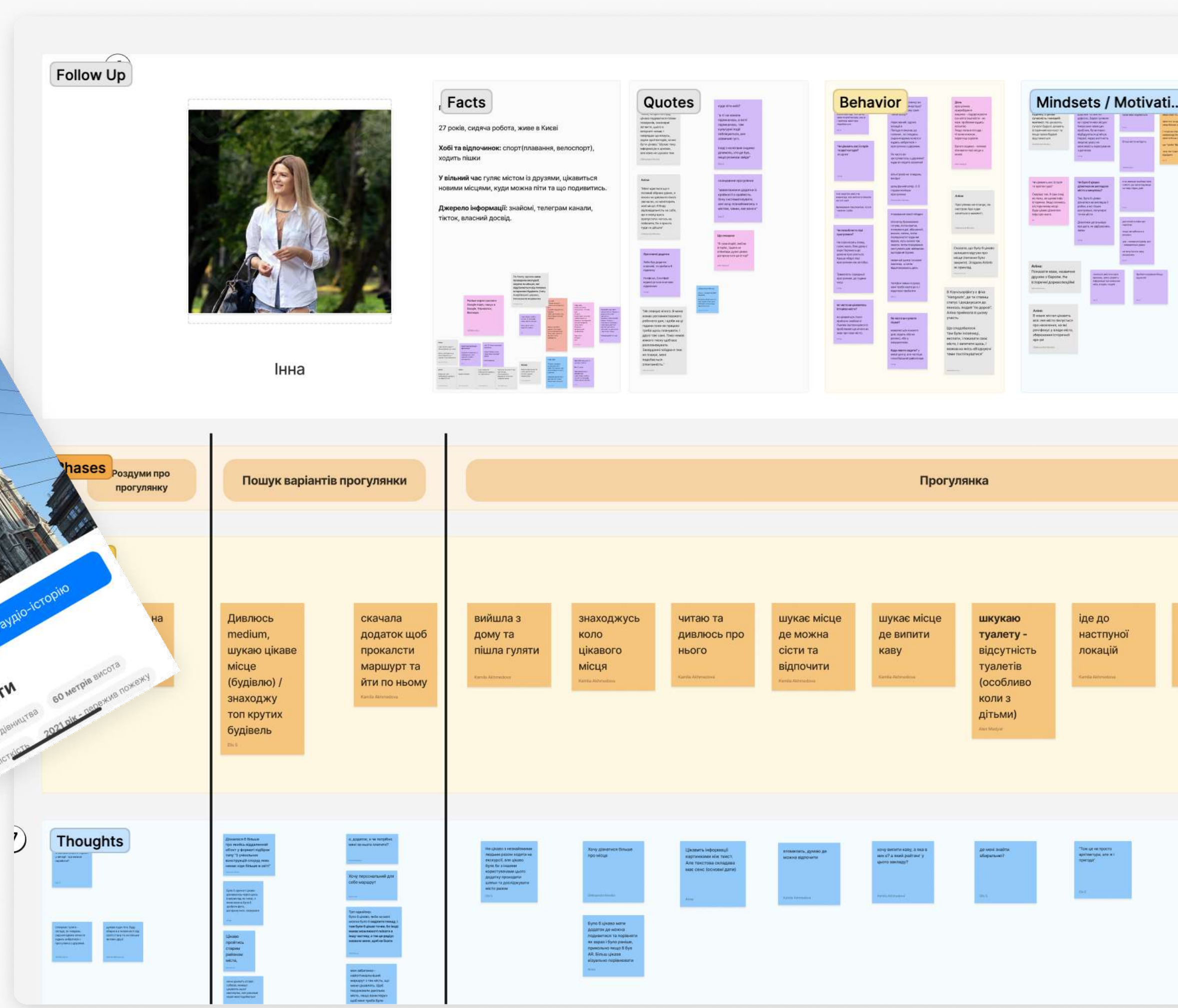
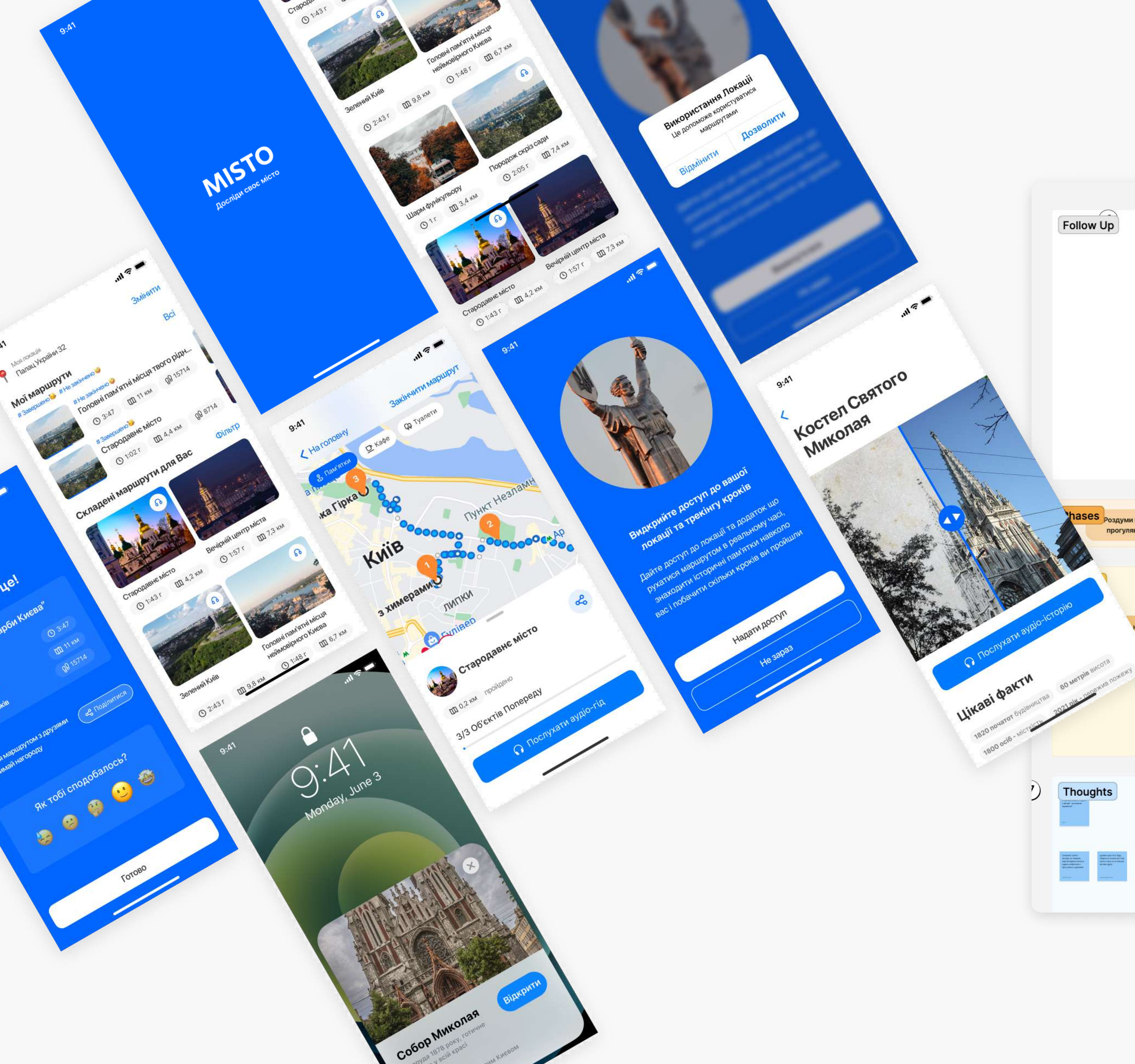
Challenge

The challenge was that the client was unsure whether it was worth creating the product; to make a decision, I needed to present the results of research.

Solution/Result

After conducting in-depth research, stakeholders decided to proceed with the development of the application, but with some modifications.





Employer's Feedback



Roman Slysh · 1st

Founder at Rundax, Product at One Click Crypto
January 16, 2024, Roman managed Diana directly

I had the pleasure of collaborating with Diana on multiple projects, and I am continually impressed by her exceptional talent and dedication to creating outstanding user experiences. Diana designed one project from the ground up, showcasing her creativity and ability to translate complex ideas into intuitive and visually appealing interfaces. Additionally, she played a pivotal role in improving another project, demonstrating her keen eye for detail and commitment to enhancing user satisfaction. Diana is not only a highly skilled UX/UI designer but also a true team player, always open to feedback and eager to contribute her expertise. I highly recommend Diana for her outstanding work and collaborative spirit.



Robin Chalmers · 1st

Software Engineering Manager at Kairos Technology AS
July 17, 2023, Robin worked with Diana on the same team

Diana is an excellent UX designer and a great team player.

I had the pleasure of working with Diana during her time as UX designer at KAIROS.

Diana's ability to collaborate with others made a big difference to our team at KAIROS. She was able to work with product management and various business sponsors to deliver great designs, as well as set the overall design direction for our product line. Having Diana on board made a big difference to our team.

I highly recommend Diana as a UX designer.



Bernt Eldor · 1st

Innovative control room decision support for improved production efficiency.
June 1, 2023, Bernt was senior to Diana but didn't manage Diana directly

I had the pleasure of working with Diana for two years at Kairos, and I am delighted to recommend her as an exceptionally talented and creative UI Designer. Her ability to transform abstract concepts into visually compelling beautiful designs is truly remarkable.

She has also been part of the rebranding of our company's logo and marketing materials. Diana took the time to understand our brand identity, vision, and target audience, resulting in a final product that we are very happy with.

Aside from the technical technical skills, Diana is an excellent team player and open to feedback and eager to collaborate. The positive attitude and passion for design made every collaboration enjoyable.

In summary, I wholeheartedly recommend Diana to anyone seeking a top-tier Graphic / UX Designer. Her creativity, dedication, and professionalism is sure to make a significant impact on any project or team she joins.



Claus Myllerup · 1st

Chief Technology Officer at Kairos Technology
June 4, 2023, Claus managed Diana directly

Give Diana a chance to demonstrate her outstanding skills and you will get a beautiful design that makes your clients want to use your product. I have enjoyed working with Diana and to experience her creative process based on dialogue, reflection, imagination and extremely well structured execution.

Connect with me



Thank you!

Diana Gulyaeva



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designdiana23@gmail.com

Linkedin:
<https://www.linkedin.com/in/digulyaeva/>

Instagram/Facebook/
[@Diana_Gulyaeva](#)