

Senior Product Designer. Diana Gulyaeva

Bachelor of Design with 10+ years in UX/UI, specializing in end-to-end product design. Strategic thinker focused on optimizing processes and deep product immersion. If you're looking for a hands-on, versatile designer with a sharp sense of humor—look no further.

Location: Spain. Visa/work permit NOT required. Salary: 49k–59k (€ gross).

👉 Sr. Product Designer / Manager, (UX/UI)

Self-Employed, Spain (Remote), Jun 2023 – Present

- Boosted WOW-Body ranking from #72 to #32 and increased subscriptions by 12% with design strategy and OKRs.
- Developed and launched a SaaS management product for the Tallinn City Government within a month, from concept to implementation.
- Created and Automated Personal Coach services via no-code, tripling service fees and enhancing UX.
- Advanced strategic design through hackathons on Culture Digitalization, AI, and Green Energy. Built 5 AI tools for automation and personalization.

👉 Sr. Product Designer → Lead Product Designer/Manager (promoted)

Kairos Technology AS, Denmark, Norway (Remote), 2,5 years.

- Redesigned an MVP into a unified B2B suite for leading Oil and Gas clients, boosting efficiency by 25% through optimized navigation, data visualization, and an integrated portal.
- Built design processes, systems, and guides that reduced development time by 30%, increased user satisfaction by 20%, and improved stability through strategic collaboration and proactive bug management.

👉 UX/UI Designer → Sr. Product Designer (promoted)

Tribu, Tel-Aviv (Remote), 1,9 years

- Led the design for a social B2B SaaS tech product initially created for Israel's Ministry of Education, scaling it from MVP to a global platform in 30 countries.
- Delivered cohesive rebrand and redesign for CRM and mobile apps, reaching #47 in iOS Education and 150K+ downloads on Android.

👉 Sr. UX/UI Designer

Self-Employed, Ukraine (Remote), Feb 2014 – Jul 2019, 4,9 years.

- Created 50+ products—both redesigned and from scratch—for clients like Ogilvy, Oral-B, Ciklum, 1+1, UMH, Helen Marlen Group, Admixer, etc.
- Founded an eco-luxury children's clothing brand Wabi Baby. Within a year, it ranked in Ukraine's top 5 children's brands.

👉 Digital Designer → Lead Designer (promoted)

Helen Marlen (Kids department), Ukraine, 1,9 years.

- Led creative direction for a luxury retailer with 150+ brands, including Louis Vuitton, Gucci, and Burberry. Developed branding strategies for new stores.
- Managed team, overseeing digital and physical branding—from websites and apps to magazines, store displays, and outdoor ads.

👉 **My goal is to craft products that are user-friendly, beautifully simple, and impactful. Let's do it together.**

[Website](#)

[LinkedIn](#)

[Portfolio.pdf](#)

[Telegram](#) [WhatsApp](#)

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Certificates 2024

- Usability testing
- AI Products Creation
- Product Management Pro
- UX strategy

Certificates 2023

- AI for Product Creation
- Design complex UIs
- Measuring UX and impact of design
- Mobile Apps design

Education

- Bachelor of Design. University of Culture and Arts, 2 years.
- Specialist in Art / industrial design. Professional College, 4 years.

Soft skills

- Strategic, Analytical, and Organizational
- Initiative, Proactivity
- Product immersion
- Adaptability
- Communication and Collaboration