

DARIA GULIAIEVA

PRODUCT DESIGNER (UX/UI)

LinkedIn

Burgas, Bulgaria · dariaguliaieva@gmail.com · +380 99 422 08 86

Product Designer with 5+ years of experience in B2B and B2C products: marketplaces, fintech and social platforms. I turn complex business logic into clear user flows, information architecture and scalable web and mobile interfaces. I back design decisions with data (A/B testing, analytics) and use AI-assisted workflows (Claude Code + Figma) to ship faster.

PORTFOLIO

dariaguliaieva.netlify.app/

EXPERIENCE

Product Designer — 4GOO
Feb 2026 – Aug 2026 (full-time)

- Designed 8+ core modules for a social networking and affiliate marketing platform before its launch: referral tree, wallet and withdrawals, subscriptions, 2FA, KYC, onboarding and a multilingual help center. In total, 2,500+ responsive web screens, with user flows and edge cases mapped for every feature.
- Designed variants for A/B tests. The customizable invitation QR codes raised the share rate from 32% to 37% (+15.6% relative lift), which shaped the referral experience.
- Built an AI-assisted design workflow:
  - clickable HTML prototypes in Claude Code and Claude Design, shared by link for first-iteration reviews with the Product Owner;
  - implementation-ready layouts via Claude Code + Figma MCP;
  - handoff to Claude Code for working code.
- Localized 1,036 marketing banners in 4 hours with Claude Code + Figma, including text review and fixes.
- Created a pre-handoff design QA checklist (hierarchy, contrast, WCAG accessibility, consistency, edge cases), and every layout was reviewed against it before development.
- Drove product research and requirements analysis alongside the Product Owner, and worked with developers and architects through handoff.

Product Designer (UX/UI) — Sollas
Oct 2025 – Feb 2026 (full-time)

- Designed UX/UI for FinTech, crypto lending and AI-driven SaaS products, including a sleep-tracking mobile app.
- Built dashboards and data-heavy interfaces with design tokens and Figma Variables.
- Turned product requirements into user flows, wireframes, prototypes and high-fidelity UI.

Product Designer (UX/UI) — Globy
Mar 2023 – Apr 2025 (full-time)

- Was the sole designer on a live B2B logistics and trading platform and took it from MVP to monetization.
- Redesigned registration from 3 steps to 1 and added onboarding. Completion grew from 10% to 25% (2.5×), measured in Google Analytics.
- Designed the marketplace, logistics rate search, buyer and supplier dashboards, sourcing requests, company verification, chat, help center and event calendar.
- Ran design QA on builds and reported bugs to the PM to keep implementation consistent with the designs.

UX/UI Designer — DNT Flow
Jul 2022 – Nov 2022 (part-time)

Designed internal dashboards and B2C marketplace experiences, along with responsive flows and prototypes.

UX/UI Designer — ReCheck
Feb 2021 – Jan 2022 (part-time)

Designed the MVP of a blockchain-based candidate review platform: user flows, wireframes and UI.

Freelance UX/UI Designer — Self-employed
Dec 2020 - Nov 2022 (part-time)

Designed websites and landing pages for small businesses and online education projects.

SKILLS

Projects

- Portfolio website: designed and built my portfolio site with Claude Code. dariaguliaieva.netlify.app
- AI job-search agent: set up an automated Claude agent that scans new Product Designer vacancies twice a day.

Product & UX

User research, A/B testing, product requirements, user flows, information architecture, user journeys, wireframing, prototyping, competitor analysis, usability improvements, edge cases, WCAG.

UI & Design Systems

Web & mobile UI, responsive design, dashboards, data-heavy interfaces, design systems, design tokens, Figma Variables, Auto Layout, developer handoff, design QA

AI-assisted Design

Claude Code + Figma workflows, prompt engineering, AI-assisted UI generation, localization at scale, rapid prototyping, Claude Design, Figma MCP, HTML prototyping, AI-assisted design review.

Tools

Figma, FigJam, Claude Code, ChatGPT, Google Analytics, Jira, Notion, Miro, Webflow, Framer

Languages

Ukrainian (native), Russian (native), English (B1)

EDUCATION

"Design Like a Pro", **Svitlo Education -** 2025 - (Certificate)

Product Design, **MUM UX/UI -** 2024

UX Design, Skillsetter – **IT Startup Simulator -** 2021

UI/UX Course, **SD Education -** 2020 (Certificate)

Master's in Tourism Business Management – **Odesa National Technological University,** 2012–2017