

# DARYA SEREGINA

Senior Product Designer (UX/UI) · Lead · Full-time, Part-time, Project-based · Remote, Office, Hybrid

+7 (777) 200-04-78 | @Darya\_Srg | seregina.design@mail.ru | <https://sereginadesign.site/> | <https://www.linkedin.com/in/darya-seregina> | <https://www.behance.net/dariaseregina> | Almaty / Kazakhstan

## SUMMARY

Product Designer with 6+ years of experience in creating end-to-end product design, using a user-centred approach. Specialized in complex SaaS platforms, mobile applications, and internal tools from discovery and research to MVP launch and scaling.

## SKILLS

ux/ui design, product design, design system, user-centered design, user research, user flows, prototyping, information architecture, leadership, user testing, typography, 3d design, figma, adobe photoshop, sketch, tilda, ai, google analytics, chatgpt, midjourney, sora, jira, miro, notion

## EXPERIENCE

### OKMEN

Almaty, Kazakhstan | Oct 2025 — Present

Lead Product Designer (Contract)

A men’s health startup with personalized recommendations, expert guidance, and activity tracking.

- Designed end-to-end product structure and core user flows for a mobile app. Conducted in-depth interviews, usability tests, and surveys
- Collaborated with cross-functional teams to launch the MVP (Minimum Viable Product)

### Geon (SaaS)

Astana, Kazakhstan | Sep 2024 — Present

Lead Product Designer (Contract)

An AI-powered startup focused on self-discovery, learning, and career growth

- Created design systems from scratch for large project with multiple products. Created wireframes, user flows, 3D visuals and high-fidelity UI designs
- Developed scalable design systems that reduced the development time for new pages and features by 40% and accelerated project timelines by 20%
- Built a product ecosystem used across education, business, HR, and personal development

### Freelance work

May 2023 — Present

Individual Entrepreneurship

- Delivered end-to-end design solutions for web and mobile products for 60+ international clients across the US, Europe, and Asia. Worked with clients including Alma TV (Kazakhstan), BizProfile (USA), and Projection (UAE)
- Worked on early-stage and growth-stage products, helping founders validate ideas and scale solutions
- Created visual designs for websites and mobile apps from concept to implementation.

### FOX

Almaty, Kazakhstan | Jan 2025 — Dec 2025

Senior UX-UI Designer (Contract)

A project for managing the supply and distribution of motor oils, integrating suppliers, distributors, and retail stores into a single system

- Designed the end-to-end UX and structure of a mobile application, from research and discovery to MVP launch within 2 months
- Designed 3 complex admin dashboards for multi-level product and order management (market - distributor - store)
- Collaborated with developers, managers, marketing, product owners and other designers. Defined the product goals, align roadmap priorities and solve user and business challenges

### VAS GROUP

May 2024 — Oct 2024

UX-UI Designer

### NCF

Jan 2021 — Apr 2023

Web-Designer

## EDUCATION

### Plekhanov Russian University of Economics

Moscow, Russia | Sep 2016 — Jul 2020

Marketing, Advertising and Public relations

### Simon Fraser University

Vancouver, Canada | Sep 2015 — May 2016

Communication, Art and Technology

## LANGUAGES

- Russian — C2
- English — B2