

DARYA SEREGINA

Senior Product Designer (UX/UI)

Lead · Full-time, Part-time, Project-based · Remote, Office, Hybrid

Contacts

+7 (777) 200-04-78

Email · Telegram · Website · Linkedin · Behance

Location

Almaty / Kazakhstan (open to relocation)

About

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.

Work Experience · 5 years 11 months

1 year 2 months
Oct 2025 — present

OKMEN

Lead Product Designer (Contract) · Almaty, Kazakhstan · Remote · Lead

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).

2 years 3 months
Sep 2024 — present

Geon (SaaS)

Lead Product Designer (Contract) · Astana, Kazakhstan · Remote · Lead

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.

3 years 7 months
May 2023 — present

Freelance work

Individual Entrepreneurship · Remote · Senior

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.

1 year
Jan 2025 — Dec 2025

FOX

Senior UX-UI Designer (Contract) · Almaty, Kazakhstan · Hybrid · Senior

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.

6 months
May 2024 — Oct 2024

VAS GROUP

UX-UI Designer · Hybrid · Senior

2 years 4 months
Jan 2021 — Apr 2023

NCF

Web-Designer · Office · Middle

Education

3 years 11 months
Sep 2016 — Jul 2020

Plekhanov Russian University of Economics

Высшее бакалавриат · Marketing, Advertising and Public relations

9 months
Sep 2015 — May 2016

Simon Fraser University

Неоконченное высшее · Communication, Art and Technology

Skills

Languages

Russian C2 — Proficient

English B2 — Upper-Intermediate

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

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