



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 9 months

1 year 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 1 month 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 5 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