

# Valeria Kovalikova

Product / UX/UI Designer

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## EDUCATION

### Google

2020

Google Professional Certification, UX Design

### Kemerovo State University

2017–2018

Translator's Diploma (English)

### Kemerovo State University

2014–2018

Bachelor — International Relations

## SKILLS

### Product & UX

User Research · UX Strategy · Information Architecture · Wireframes · CJM · Prototyping · Usability Testing · A/B Testing · Atomic Design · Design Systems

### Tools

Figma · Adobe Suite · Pixelmator · Canva · Wix · Tilda · Miro · Notion · Jira · Confluence

### AI in Design

Uizard · ChatGPT · Claude · Midjourney · Runway

### Processes

Agile/Scrum · Design Sprints · Stakeholder Management · Design Handoff · WCAG 2.1

### Front-end basics

HTML5 · CSS3 · Tailwind CSS

### Languages

Russian — Native · English — Fluent · Chinese — Intermediate

## LANGUAGES

### Russian

Native

### English

Fluent

### Chinese

Intermediate

## About me

Product designer with 5+ years of experience in fintech, SaaS and mobile products. Led end-to-end design cycles for banking platforms, international money transfer services and an IoT security ecosystem. Specialising in zero-to-one product launches, building scalable design systems and improving conversion through structural UX decisions.

## Key Achievements

- Led end-to-end design cycles for banking platforms, international money transfer services and an IoT security ecosystem
- Accelerated transition from brief to testable prototype by ~30% using AI at every stage of the process
- Reduced design approval cycle by 40% through user flow restructuring and scalable component implementation
- Reduced average task completion time by 30% via improved information architecture
- Built a scalable design system, cutting new feature design time by 30%

## Experience

### Sova Lab — Product Designer

Apr 2025 — Present

- Developed brand identity from scratch — logo, visual system and brand book for product and marketing consistency
- Designed cross-platform security application for iOS and Android — UX architecture, onboarding, notification logic and device interaction
- Built product SaaS website, improving value proposition clarity and user acquisition support
- Created scalable design system (components, tokens, documentation), reducing new feature design time by 30%
- Integrated WCAG 2.1 accessibility requirements into the design system, making compliance a standard part of the process

*Figma, Uizard, Midjourney, WCAG 2.1, iOS, Android*

### AZN Research — Product / UX/UI Designer

Feb 2023 — Apr 2025

- Designed banking website from scratch — UX architecture and key user scenarios for financial services
- Designed international money transfer platform (Africa ↔ Europe), simplifying transaction flows
- Contributed to Ecobank UX ecosystem improvements (mobile app, website and AOP platform), identifying systemic issues and adding new user scenarios
- Designed SaaS website for a video verification system, combining marketing positioning with product demo for B2B clients
- Reduced design approval cycle by 40% through user flow restructuring and scalable component implementation

*Figma, Miro, Notion, Jira, Confluence*

### Anhui Dadao Company — UX/UI Designer

Oct 2020 — Dec 2022

- Designed mobile app for finding educational and entertainment activities for children aged 2–15 (search, filters, booking)
- Conducted UX research and parent interviews to understand decision-making models
- Created new user flows accommodating a wide age range and varying levels of digital literacy
- Reduced average task completion time by 30% through improved information architecture
- Worked in an international team on a product competing with Meituan in the Chinese market

*Figma, Adobe Suite, Miro*

## **Freelance** — Product / UX/UI Designer

Feb 2020 — Present

- Designed digital products in healthcare and mental health, including veterinary platform VetPet and psychologist-finder app Vipsy
- Built scalable UI systems for early-stage startups, enabling faster product and feature development

*Figma, Tilda, Wix, Canva*