

Diana Kuznetsova

Product Designer

Mobile · Desktop · AI Products · End-to-End Product Design

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Russia · Open to relocation / remote

Experience

Meridian / Co-owner & Product Designer

JUN 2026 - PRESENT

Independent product venture · iOS

- Co-own and lead product design for a private iOS product, working with a small independent team from concept to MVP.
- Defined the product trust model and rules around consent, ownership, unpairing, export and account recovery before designing the interface.
- Designed the end-to-end MVP across product strategy, UX research, interaction, visual and content design, collaborating with engineering and content.

ApplySoft / Product Designer

MAY 2025 - APR 2026

Product portfolio spanning 88 apps across iOS, macOS, Windows and Android.

- Owned product design for 6 applications, shaping new features, UX flows and visual systems across mobile and desktop.
- Designed 2 products from scratch, translating early concepts into end-to-end MVP experiences for Family Assistant and YouTube Preview Creator.
- Completed 623 design tasks across an 88-product portfolio in 12 months, with 99% acceptance, 7-day median turnaround and 5-10 products in parallel.
- Delivered 86 redesigns across iPhone, iPad and desktop, adapting layouts and visual systems for responsive behaviour and light/dark themes.
- Led 4 product rebrands and designed monetisation flows including paywalls, GDPR journeys and A/B test variants across the portfolio.
- Produced 125 screenshot sets/promo pages and 30 app icons supporting 80+ live apps.
- Ran 76 pre-release UX/UI validations with development; zero releases shipped with design discrepancies.

Independent Projects / Product, UX/UI Designer

SEP 2023 - JUL 2025

- Delivered independent UX/UI work across e-commerce, websites, product concepts and redesigns.
- Conducted interviews, competitive analysis and usability testing; built wireframes and interactive prototypes in Figma.

Education

Bang Bang Education (BBE) / UX/UI Design

2023 - 2024

Postgraduate Degree

**The Russian Presidential Academy of National Economy and Public Administration (RANEPA) /
World Politics, International Relations**

2018 - 2022

Bachelor's Degree

Skills

Product: Product Design, Product Strategy, End-to-End, Feature Design, Cross-Functional Collaboration

UX: UX Research, User Flows, Information Architecture, Interaction Design, Wireframing, Prototyping, Usability Testing

UI: Design Systems, Adaptive / Responsive Design, Accessibility, Mobile & Desktop Design, Developer Handoff

AI: AI Product Design, AI Workflows, Human-AI Interaction

Growth: Monetisation, Paywalls, A/B Testing

Tools: Figma, FigJam, Adobe CC, Notion, Jira

Languages

Russian – Native

English – B2 (Upper-Intermediate)

German – B1 (Intermediate)