

Dariia Paradzinska

Product Designer | UX/UI Design

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PROFESSIONAL SUMMARY

Product Designer with 4+ years delivering digital products end-to-end, from user research and Figma prototypes through to launch and live performance tracking. Worked across SaaS, e-commerce, and service products for 15+ clients, with a consistent focus on interaction design and measurable outcomes. Background in customer success at a 30,000-user platform informs a practical, user-grounded approach to product decisions. Experienced collaborating cross-functionally with product and engineering teams in Agile environments.

CORE SKILLS

UX & Product Design: User research · Usability testing · Journey mapping · Information architecture · Wireframing · Prototyping · Design systems · Accessibility (WCAG 2.1)

Product Thinking: Problem definition · Conversion-focused design · A/B testing · Stakeholder management · Data-informed decisions · OKRs · Agile / Scrum

UI Design: Responsive design · Visual hierarchy · High-fidelity UI · Design tokens · Web & mobile interfaces

Tools: Figma · FigJam · Maze · UserTesting · Claude Code · Google Analytics · Hotjar · Webflow · Lovable · HTML/CSS · Notion

EXPERIENCE

Product Designer / UX Designer | Freelance, Remote

Jun 2022 – Present

- Independently delivered complete digital products for 15+ clients across SaaS, e-commerce, and local services, covering UX research, user flows, high-fidelity UI, and live website launch.
- Conducted user research, stakeholder interviews, and moderated usability testing to identify pain points and align design decisions with business goals.
- Created wireframes, interactive prototypes, and high-fidelity UI in Figma; produced detailed design specs and handoff documentation enabling smooth developer implementation.
- Implemented SEO strategies, CRM integrations, analytics (Google Analytics, Hotjar), and payment systems; optimised interfaces through A/B testing, increasing lead generation and engagement.

Customer Success Manager | ISD Group, MEREZHA (B2B SaaS platform connecting MSMEs with professional service providers)

Nov 2020 – Sep 2022

- Owned end-to-end onboarding for 30,000+ users, redesigning guidance flows and training materials, increasing completion rate by 25%.
- Acted as voice of the user within the product team, surfacing usability issues from direct interactions and driving improvements that increased platform efficiency by 13%.
- Contributed to product launches and industry events including OneMinuteConference (Effie Silver Prize, Professional Services).

Wine Advisor / Supervisor | Vagabond Wines, London · *Customer-facing role in UK market*

Jan 2023 – Oct 2025

- Delivered high-volume customer interactions in a fast-paced environment, building professional communication skills within British customer service culture.
- Applied behavioural observation and needs-identification techniques directly transferable to UX research and user-centred design practice.

EDUCATION & CERTIFICATIONS

2026: UX and AI Skills Bootcamp — The School of UX

2022: Coding Basics — SheCodes | Website Building — Tilda School

2021: Web Design Junior — Projector Institute

2018: M.A. in Cultural Studies — Kyiv National University