CONTACTS

EMAIL
sialenes@gmail.com

TELEGRAM
@faityz

PHONE
+38 093 534 71 96

PORTFOLIO
dianavoron.com

LINKEDIN · BEHANCE
in/dianavoron · behance.net/dicrow

LOCATION
From Ukraine, based in Georgia (GMT+4) · Remote · Relocation

KEY RESULTS

+18–22%
MRR from AI features I designed

×2.1
template usage after the redesign

+25%
paid conversion on the new payment flow

−40%
user friction in key flows

LANGUAGES

Ukrainian — Native

Russian — Native

English — B1 · working

EDUCATION

Mykolaiv National Agrarian University
Economic Cybernetics

Computer Academy STEP
Computer Graphics and Design

Interregional Higher Vocational School
Printing and Information Technology

Diana Voron

Senior Product Designer
B2B SaaS · AI features · Design systems

9+ years turning complex flows into products people use — and businesses grow on.

PROFILE

I own the full product design cycle — discovery, research, CJM, flows, prototypes, UI, design system and post-release metrics — and work as a partner to PMs, CPOs and engineers. Strongest in data-heavy admin panels, payments, messaging and AI features. I validate ideas with AI-assisted code prototypes before they reach development.

EXPERIENCE

Aug 2024 – Now
2 yrs+
Remote

Senior Product Designer

Beauty-tech B2B SaaS · NDA

Subscription platform automating bookings, reminders and client messaging in WhatsApp and Telegram for salons and chains. Team: PM, CPO, frontend · ≈1 release per month.

×1.7–2.1
Message templates
4-step wizard, live preview, quality score, bulk edit · adoption 35% → 68%, creation time −40%

+18–22%
AI assistant & AI admin
AI agent that answers clients and books visits, tone & knowledge base · 60%+ trial in month one

+22–28%
Payments
Subscription & payment flow from CJM to UI · −35% payment errors

−50%
Analytics for chains
Branch-level dashboard · data search time; −40% complaints, +8–12% retention

×1.5
Broadcasts
Channel-first wizard, segmentation, scheduling with limits · campaigns ~35% faster

+20–30%
Design system
Tokens, components, states, 360/980/1920 layouts · handoff ~25% faster

- End-to-end ownership: research, CJM, user flows, prototypes, UI, analytics and metrics review.
- Also shipped Admin Bot (automated staff tasks), daily Telegram reports and onboarding for a new product.
- Prototyped flows in HTML with AI tools (Claude Code) to test with users and engineers before development.

SKILLS

PRODUCT & UX

- Product discovery
- User research
- Usability testing
- CJM
- Information architecture
- User flows
- Hypotheses & A/B tests
- Product metrics

UI & SYSTEMS

- Complex B2B SaaS UI
- Dashboards & tables
- Data visualisation
- Multi-step wizards
- Responsive web
- Design systems & tokens
- Accessibility

AI

- LLM feature UX
- AI agents & assistants
- AI-assisted prototyping
- HTML/CSS prototypes

TOOLS

- Figma
- FigJam
- Claude Code
- Pencil
- Photoshop

HOW I WORK

- Start from the business metric and the user problem; set success metrics before designing.
- Research continuously: interviews, CJM, analytics, support tickets.
- Test prototypes before handoff; design systems, not screens.
- Stay with a feature after release, measure and iterate.

EXPERIENCE · CONTINUED

May 2022 – Jun 2024
2 yrs 2 mo
Remote

UI/UX Designer

Plexusavant · digital studio, London

Responsive websites and product interfaces for UK clients in hospitality, fintech, real estate and beauty e-commerce.

- Led UX from information architecture and user flows to UI kits and developer handoff.
- Designed a 3-field restaurant booking flow and an e-commerce catalogue with checkout.
- Worked with art directors and 3D / motion designers; created motion prototypes and style systems.

Hawksmoor · GPS · payments · Guy Phoenix · Harley Cosmetic Academy

Apr 2020 – May 2022
2 yrs 1 mo
Remote

Product Designer

Sellerise, USA · SaaS for Amazon sellers

- Redesigned sales & profit dashboards, data tables, onboarding and review automation; designed the Chrome extension.
- Built a design system with light and dark themes shared by the web app and the extension.

−30% task time · **+22%** activation · **+17%** analytics usage · **+14%** 14-day retention · **−25%** errors · **−20%** support requests

Jan 2018 – Feb 2020
2 yrs 1 mo

Product Designer

Katrus, Dnipro

- Improved the product's UX and visual design; ran research and hypothesis tests; briefed illustrators on the visual language.

2012 – 2017
5 yrs

UI/UX Designer

Albanza · Create Solution · Royal Web

- Websites and web interfaces: wireframes, UI design, prototypes and client presentations.

SELECTED WORK · DIANAVORON.COM

AI messaging platform for salons
Templates wizard, AI admin, payments, chain analytics, design system · NDA

Sellerise — tools for Amazon sellers
Dashboards, data tables, onboarding, Chrome extension, light/dark system