



Darya Efimova

UX/UI / Product Designer

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portfolio <http://daryeff.online/>

Education

2018 — 2022

ITMO University, St. Petersburg

Faculty of Software Engineering and Computer Technology, Computer Graphics and Design — graphic and educational interface design

Additional courses

Russian State Institute of Performing Arts

2025

Public speaking and stage speech

Higher Engineering School, Peter the Great St. Petersburg Polytechnic University

2019

Adobe After Effects — motion and effects

Work experience

Core skills & tools

Product UX/UI (B2B / B2C). Complex systems: CRM, self-service, customer portals. User flows, customer journey maps, information architecture. Design systems (creation and scaling). Usability testing, A/B testing.

Figma • FigJam • Jira • Tilda • Adobe • AI tools • AI-assisted design • Working with AI agents • Cursor • English — upper-intermediate (B2) • iOS • Android • Human Interface Guidelines • Material Design • HTML/CSS/PHP (basic)

Loyalty Labs

<https://loylabs.ru/>

UX/UI / Product Designer

Mar 2024 — Apr 2026

B2B/B2C digital products — fuel & retail tech

End-to-end product work: CRM, operator-facing UIs, self-service. Close collaboration with analytics, product, and engineering. AI integrated into design and dev workflows.

B2B CRM (150+ screens)

- CRM UX for B2B operations: CJMs, user flows, IA, admin modules.
- End-to-end journey research, information architecture, and interaction logic.
- Design system and component library built for scale.

CRM promo module (30+ screens)

- Standalone product area for promotions and discounts — analysis, discovery, functionality aligned with business goals.
- Close collaboration with engineering: constraints, implementation, logic.
- Components integrated into the design system.

Gas station operator CRM (100+ screens)

- Operator-facing control system designed and rolled out from scratch.
- Keyboard-first UX: research, user interviews, hotkey flows, testing.
- Shipped to production at stations; fewer support tickets post-launch; strong feedback from business and users.
- Edge and failure cases refined with an analyst.
- Full cycle: interaction logic through components and the design system.

B2C self-checkout (10–20 screens)

- Competitive analysis (fuel + retail), behavior patterns.
- Local design system and components.
- Launched at stations; positive business and customer feedback.

Telegram Mini App (~50 screens)

- Full design cycle plus component library for handoff.
- Mobile flows for refueling and car wash: onboarding, User flows, UX writing, continuous UX analysis and iteration, new sections and screens.

Internal B2B projects (50+ screens)

- Admin and loyalty areas of an internal corporate portal.
- CDP platform UX using an existing component library;
- AI tools and agents for faster mocks, reviews, and ideation.

Also: promo and corporate sites (2), A/B testing, 10+ stakeholder presentations for product and business teams.

Apollo

<https://apollogenio.ru/>

UX/UI / Web Designer

Apr 2023 — Mar 2024

Digital & e-commerce — in-house manufacturing brand

Corporate site:

- Full corporate site redesign and component specs for dev.
- Marketplace PDPs and promo blocks.

Industrial design & print:

- Packaging design within production constraints.
- Pre-press checks before bulk runs.

Collaboration:

- International suppliers, onboarding and training a new hire.
- Digital and e-commerce visual direction for the company.

Fotosklad.ru

<https://www.fotosklad.ru/>

UX/UI / Web Designer

Jun 2021 — Dec 2022

Digital & e-commerce — in-house manufacturing brand:

- Responsive site for a company product.
- Product cards, banners, promos.
- Components and auto-layout.
- Logo design and adaptations for touchpoints.

Freelance

UX/UI / Product / Web Designer

Mobile & web — SMB & startups

Mobile product, iOS / Android (~100 screens)

- Market and competitor research.
- User flows and IA.
- Design system (components, variants, tokens).
- Usability testing and iterative improvements.
- App Store / Google Play promo assets.

Landing and promo sites — Figma / Tilda (5+).
Print-ready layouts (books, business cards).

About me

Hi, I'm Darya, 25. I've been passionate about design since university. I like turning complex processes into clear, simple flows and building products that feel easy and pleasant to use.

Overall: a designer who cares about meaningful, usable products — and someone who values growth, creativity, and new experiences.