

# Ilya Zoria

## Senior Product Designer

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### SUMMARY

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Senior Product Designer with 10+ years of experience building scalable, user-centered web and mobile products across EdTech, FinTech, HRTech, and AI-powered platforms for both B2C and B2B audiences. Proven success designing engaging, accessible learning experiences and integrating AI into intuitive, value-driven user flows. Skilled in leading research-informed UX strategy, inclusive design, and cross-functional collaboration to deliver measurable product impact.

### WORK EXPERIENCE

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#### Brainly — Senior Product Designer

*Apr 2021 – Apr 2025 (4 years)*

- Led the design of an AI-powered learning companion and Test Prep tools, improving personalized study experiences for students and teachers, as a result increase DAU and retention.
- Delivered multiple iterations of Brainly's Chrome Extension, growing it to 40,000+ installs with a 4.3/5 user rating.
- Designed and tested product experiments for the core Q&A experience, contributing to a 5% increase in user retention and 400K+ additional answers.
- Improved UX and navigation of the Textbook Solutions product, leading to a 10% increase in DAU.

#### Carerix — Lead Product Designer

*Apr 2020 - Apr 2021 (1y 1m)*

- Led the end-to-end design of a new recruiter-focused platform MVP with a strong emphasis on building a modular, scalable design system.
- Integrated Storybook to align Figma design tokens with code components, enabling smoother dev–design collaboration and reducing implementation time by 25%.
- Established usage guidelines and interaction patterns that improved cross-team design consistency by 40%.
- Introduced tokens and variants in Figma that enabled rapid iteration and future-proof scalability.

#### SolringAir — Senior Product Designer

*Jun 2018 - Mar 2020 (1y 9m)*

- Redesigned key customer-facing flows (online check-in, search, and booking) for Ukraine's largest airline, increasing average booking value.
- Introduced a unified cross-platform design language (web, iOS, Android), reducing time-to-market and QA overhead.
- Supported the design team in translating legacy systems into modern, mobile-first experiences.

## **Wirex — Product Designer**

*Nov 2017 - Jun 2018 (8m)*

- Extended and maintained the crypto wallet's design system, boosting UI speed-to-delivery by 20%.
- Led redesign of Help Center and marketing pages, improving customer support ticket deflection by 12%.

## **Fareportal — Product Designer**

*Jun 2016 - Nov 2017 (1y 6m)*

- Designed mobile-first booking features for the CheapOair app, increasing checkout completion rate by 10%.
- Partnered with product and data teams to A/B test improvements that enhanced the overall conversion rate.

## **Paymentwall & Kyiv International Contract Fair — UI/UX Designer**

*Aug 2014 – Jun 2016 (1y 11m)*

- Maintained and evolved multiple design guidelines and UI libraries for large-scale B2B and event-driven platforms.
- Introduced reusable interface components that improved workflow speed and visual consistency across 20+ international sites.
- Collaborated with front-end teams to align design tokens and handoff standards, reducing iteration time by 20%.
- Contributed to scalable mobile-first interfaces used by over 10K merchants and improved mobile conversion by up to 15%.

## **SKILLS**

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User experience design (UX), user interface design (UI), product design, interaction design, information architecture, design systems, responsive web and mobile app design, wireframing, prototyping, customer journey mapping, user research, usability testing, accessibility (WCAG), rapid iteration, competitive analysis, Figma, HTML, CSS, TailwindCSS, basic React.

## **TOOLS**

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Figma, Sketch, Cursor AI, Principle, Framer, Webflow, HTML/CSS, Vercel v0, Lovable, Adobe Creative Suite, Miro, Jira, Confluence, Notion, Hotjar, User Testing, User Zoom

## **EDUCATION**

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- Build animations on the web by Emil Kowalski, 2025
- Product Psychology Masterclass by Growth.design, 2023
- Y Combinator start-up school, 2022
- Customer development + JTBD by Zamesin, 2021
- Kyiv National Economics University, Masters Degree, Management of corporations, 2006 - 2011