

# DARIA LANDA

## PRODUCT DESIGNER & UX EXPERT

I am experienced in designing complex systems and CRM platforms. My problem-solving pillars are design thinking, research and data.

### Workiz, Product Designer

FEBRUARY 2023 - current

- Creating user-facing products for both web and mobile
- Conducting user & market research, data analysis, usability testing
- Leading design process from user journeys to implementation
- Visual design, prototyping, testing and development
- Managing and improving design system
- Collaborating with Product Managers, developers, data teams
- Creating UI designs based on the design system

### Amdocs, Product Designer

JANUARY 2021 - SEPTEMBER 2023

- Designing complex systems & platforms
- Leading design processes and projects
- Ideating and designing new features, from concepts to development
- Conducting user and market research
- Creating user flows, wireframes & prototypes
- Creating components for design system
- Collaborating with cross-functional teams: product managers, R&D
- Presenting design solutions to stakeholders and clients
- Researching & designing generative AI technologies

### Investing.com, ASO Manager

SEPTEMBER 2018 - JANUARY 2021

- Managing A/B tests and optimization based on the results
- Leading localization projects (35 markets worldwide)
- Collaborating with Design, Product, R&D, Customer Support Teams
- Conducting research and conversion rate optimization for App Stores

### Sleeprate, Product Marketing Manager

AUGUST 2017 - 2018

- Working with Product, R&D, Design, Science Teams
- Planning and execution of beta-testing projects
- Launching new products & apps

## CONTACT

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[Portfolio](#) | [Linkedin](#)

## EDUCATION

### MA, Social Psychology

SEPT 2009 - JUN 2014

Russian State University  
for Humanities, (Moscow)

### UX Design Course

OCT 2019 - APR 2020

Create School (Tel-Aviv)

### UI Design Course

FALL 2021

Practicum (Tel-Aviv)

## SKILLS

Figma

Miro

Problem solving

Design thinking

User & Market Research

User flows

Wireframing

Prototyping

Usability testing

## LANGUAGES

ENGLISH - fluent

RUSSIAN - native

HEBREW - conversational