Ekaterina Zadorozhnaya

Senior Product Designer

Portfolio | LinkedIn | Telegram | ekaterina@codedesign.ru | Remote or relocation

Summary

9+ years in product design: B2B SaaS and B2C (PropTech, Media & TV, Smart Home).

I launch products from zero (0→1): the Real Deal demo and MVP raised **$7.5M** and deals now close **3× faster**; the online cinema redesign **doubled** the audience **to 1.7M**.

I specialize in complex systems: data-heavy interfaces, design systems (6 services, releases **≈2× faster**) and multi-platform products (Web, iOS, Android, Smart TV).

AI is part of my process: LLMs (Claude, ChatGPT and others) for data analysis, interviews and market research, **vibe coding** for live prototypes, and my own **AI agents** to automate routine work.

Experience

Lead Product Designer | Real Deal (PropTech, UAE) 2024 – 2026

- Led design of a 0→1 commercial real estate (CRE) investment platform: the demo, built only around data analytics and shipped in 4–5 months instead of the planned 9–12, raised **$2.5M**; the MVP, in 6 months, raised **$5M.**
- Designed the first fully online CRE deal flow in the UAE: deal time cut from 45–60 to 12–18 days, **3× faster**.
- Designed **data-heavy** investor tools: interactive map (layers, filters, presets, zones), ROI calculator, document verification, investor dashboard. The map became the main argument of the investor demo.
- Defined MVP scope and roadmap with the CTO and PM based on 11 **investor interviews** and a test of two map concepts; prepared 20+ investor presentations.
- Built the **design system** from scratch (25+ components) with standards from the first sprint; **rebuilt the team** (2 designers): self-sufficient within a month. Designed an **AI assistant** concept.

Senior Product Designer | GS Group 2021 – 2023

- Built the design system for 6 services (operator admin panels) and 3 development teams in a year as the platform's first designer: **40+ components**, releases **≈2× faster**, runs without me. Introduced an approval process: every request goes through research and review, so teams stopped bypassing the system.
- Based on field research with operators at Tricolor, **removed dead functionality** accumulated over 10 years and shortened forms; piloted on one service, then rolled out to the rest. Operators moved to the unified interface **faster than expected**.
- Designed **from scratch (0→1)** the mobile app Second Screen (iOS, Android): **MVP in 4 months**, two releases in a year, platform audience **236K+**, 68% of surveyed subscribers said watching TV got better.
- Mentored a junior designer to independent work in **3 months**.

Product Designer | GS Group 2016 – 2021

- Redesigned the online cinema for Smart TV and Apple TV: audience growth **100% YoY** (×2 to 1.7M, **14% of the operator's 12M** subscriber base). Based on two usability studies, reworked access, sign-in and navigation, **lifting sign-up and subscription conversion**.
- Launched the Smart Home MVP on **3 platforms in 6 months** (Android, iOS, Stingray TV), full cycle from idea to release; expanded the design team from 1 to 3.

Projects

- **AI-agent job search tracker (personal project), 2026**: a system of AI agents that search for job openings and sort them; built through vibe coding with Claude Code (VS Code).

Skills

- **Product & Research:** Product Design, UX Research, User Research, User Interviews, Usability Testing, Jobs to Be Done, Customer Journey Mapping, UX Audit, Information Architecture, End-to-End Design, Product Metrics, Product Strategy, Zero-to-One (0→1) Product Design
- **Design:** Interaction Design, High-Fidelity Design, Prototyping, Interactive Prototyping, Code Prototyping, Wireframing, Dashboards, Admin Panels, Internal Tools, Mobile Design, Multi-platform Design (Web, iOS, Android, Smart TV), Complex Workflows, Data-Heavy Interfaces, Developer Handoff
- **Design Systems:** Design Systems, Scalable Design Systems, Component Libraries, Design Tokens, Systems Thinking
- **Leadership:** Team Leadership, Mentoring, Stakeholder Management, Cross-functional Collaboration
- **AI:** Generative AI, LLMs, AI Agents, Prompt Design, Conversational UI, AI-assisted Research, AI-assisted Design, AI Prototyping, Claude, Claude Design, Claude Code, ChatGPT, Vibe Coding
- **Tools:** Figma, Figma Make, VS Code
- **Domains:** B2B SaaS, B2C, PropTech, Commercial Real Estate (CRE), Investment Platforms, Media & TV, Streaming, Smart Home

Education

- **UX/UI Designer** | British Higher School of Art and Design | 2017
- **Public Relations** (Specialist degree) | Russian State Hydrometeorological University | 2013

Languages

- Russian: **native**.
- English: **B1**.