Darya Korolyova

UX/UI design, product design, design systems architecture, cross-platform design

10 years of IT-experience **100** and more projects **0** overdue deadlines

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About me

Senior UX/UI Designer with 20 years of commercial experience in design, including 10+ years in product-focused UX/UI development. Expertise in designing complex digital products, CRM systems, and administrative interfaces. 9 years of experience working on official products for global sports brands (FIFA World Cup, NBL, Roland Garros, Tour de France, Wembley, beIN SPORTS, and others). Co-founder of three startups with hands-on experience across the full product lifecycle. Fine arts degree

Domains of Expertise

Sports & Media · Media & Entertainment · Social Platforms · Healthcare / Wellness · Hospitality / Travel · Security Systems
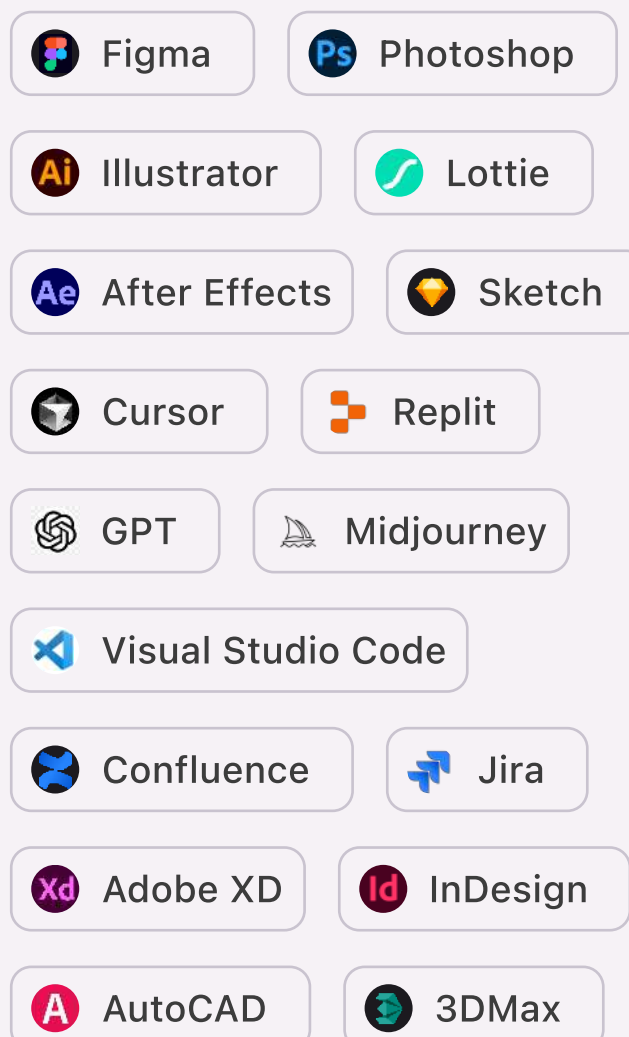
Key skills

- UX/UI design for digital products (mobile & web)
- Cross-platform design (Flutter)
- Information architecture & complex user flows
- Design specifications & developer handoff
- UX writing
- Prototyping
- Usability testing & UX research
- Motion design & micro-interactions
- Design systems (creation, scaling, maintenance)
- Typography & color theory

Soft skills

- Deep user empathy
- Effective communication with stakeholders and cross-functional teams
- Critical thinking and decision-making in ambiguous environments
- Design decision justification
- Ownership and accountability for outcomes
- Time management
- Adaptability to change
- Understanding of business goals and product metrics

English level
Intermediate B1-B2

Software

- Figma
- Photoshop
- Illustrator
- Lottie
- After Effects
- Sketch
- Cursor
- Replit
- GPT
- Midjourney
- Visual Studio Code
- Confluence
- Jira
- Adobe XD
- InDesign
- AutoCAD
- 3DMax

Portfolio
https://ddarozhka.wixsite.com/portfolio

Accessing the portfolio from Belarus may require a VPN

● Experience

2025
Bitnet Group LLC

Senior UX/UI designer
Contributed to product development and the scaling of the design system. Designed key user flows for the in-game wallet and player transfer features

2023 - 2025
Meraline LLC

Senior UX/UI designer, Product designer
UX/UI design for mobile and web applications, software for complex systems, product design systems architecture, and the design of CRM systems and administrative panels. Product and project-based design

2015 - 2023
Origins Digital,
Netcosports LLC

Senior UX/UI дизайнер
UX/UI design for mobile and web applications, architecture and maintenance of product design systems

2013 - 2015
Vegas LLC

Art Manager, Marketing Department
Organization and management of the workgroup of designers-freelancers (up to 15 people): graphic designers, 3D artists, web designers, graphic artists; Interior designers, etc.

2010 - 2013
Azbookvarik LLC

Graphic Designer
Design and construction of 3D pop-up books, development of interactive modules, drawing of covers, scenes, characters, writing technical documentation

2005 - 2010
BelGISS

Graphic Designer
Design of magazines and books covers, calendars, etc. Prepress processing

● Education

2025 - 2026

Website development using HTML, CSS, and JavaScript
IT-Academy — Educational center of programming and high technologies

2023 - ...
2018 - 2020

Conversational English
Skyeng — an online English language learning school

2015

UX/UI Interface Designer
IT-Academy — Educational center of programming and high technologies

2008

3D Max. Introductory Course
IBA Training Center

2004 - 2009

Artist-Designer. State-recognized higher education diploma
Institute of Modern Knowlege

● Personal projects. Startups

Zen. Breathe app
2019 - 2022
Mobile application of breathing techniques. Cross-platform Flutter app
| App Store | Play Market | AppGallery |

GoodFood app
2018 - 2021
Mobile application for healthy eating
| App Store | Play Market |

HeyYa! app
2016 - 2018
Mobile application for organizing offline meetings
| App Store | Play Market |

● Recommendations

Anastasya Dorozhkina
Head of Delivery at Origins Digital
Recommendation