

Vladlena Boltabaeva

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SUMMARY

Product Designer based in Valencia, focused on designing complex digital products, workflows, and data-driven experiences.

Experienced in SaaS platforms, dashboards, onboarding flows, and conversion-focused interfaces, with a strong focus on usability, information architecture, and measurable product outcomes.

Skilled in simplifying complex systems, improving user flows, and collaborating closely with developers using AI-assisted workflows and rapid prototyping.

EDUCATION

- UPROCK school

UX/UI designer

January 2020 - January 2021
- CalArts

Visual Elements of User Interface Design

January 2019 - March 2019
- Course
- Moscow Digital Academy

UX/UI designer

January 2018

EXPERIENCE

- UX/UI Designer

September 2023 - Present
- Product Designer (Freelance / Contract)
- Led end-to-end design of complex digital products, dashboards, onboarding systems, and workflow-heavy interfaces.
 - Designed and optimized SaaS experiences with a focus on usability, scalability, and reducing user friction.
 - Improved onboarding flow and activation experience, increasing activation rate by 18%.
 - Redesigned data-heavy dashboards and affiliate platforms, simplifying information architecture and improving task efficiency.
 - Built reusable UI patterns and scalable design systems in Figma to support faster product iteration.
 - Designed high-conversion landing pages and product interfaces aligned with business and user goals.
 - Collaborated closely with developers using AI-assisted workflows and rapid prototyping tools including Claude, and Figma AI.
 - Integrated AI tools into the design workflow to accelerate ideation, prototyping, UX exploration, and implementation.
- Junior UX/UI Designer

2021
- Uprock Agency

Moscow
- Invited to join the agency's design team after completing its UX/UI school.
 - Conducted UX research and user journey mapping to identify usability gaps and inform product decisions.
 - Developed low- to high-fidelity prototypes and contributed to design systems to ensure visual consistency.
 - Designed conversion-focused landing pages, corporate websites, and e-commerce platforms, including responsive versions.
 - Performed visual and competitive analysis to inform UI decisions and brand positioning.

SKILLS

Design & Product: Product Design, User Experience (UX), User Interface (UI), Interaction design, Information Architecture, Dashboard Design, Wireframing, Rapid prototyping, SaaS Design, Design Systems

Design Tools: Figma, Prompt-driven Exploration, Adobe After Effects, Photoshop, Adobe Illustrator, UX Research Synthesis, Claude

AI & Workflow: AI-assisted design, Prompt-driven exploration, UX research synthesis, AI-to-dev collaboration

LANGUAGES

Russian: Native, **English:** Upper Intermediate