DARIA ANOKHINA
Product Designer | UI/UX Designer

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SUMMARY

Product & UI/UX Designer with 5+ years of experience designing web and digital products for SaaS, e-commerce, and service-based businesses. Skilled in user research, product discovery, prototyping, and design systems. Experienced in taking products from concept to MVP, from identifying user needs and validating ideas to designing end-to-end experiences and launching functional products. Full work authorization in Canada.

SKILLS

Design: Wireframing, Prototyping, Interaction Design, Responsive Design, Design Systems, Accessibility (WCAG 2.1), User Journey Mapping

Research: User Research, Information Architecture, User Flows, Usability Testing, Competitive Analysis, Product Discovery

Languages: English (Fluent), Russian (Native), Ukrainian (Native), Polish (Fluent)

PROJECTS

Nexus CS2 – Founder & Product Designer
May 2024 – Present

• Founded a networking platform for Counter-Strike 2 players, coaches, and teams, conducting 33 user interviews to identify recruitment and networking challenges within the community
• Led product discovery and competitive analysis to identify product opportunities and design the end-to-end user experience
• Designed player discovery and recruitment workflows through structured profiles and advanced filtering
• Launched and continue to evolve the platform, with 6 users reporting successful team placements or connections within two weeks of launch

Recall – Founder & Product Designer
May 2026 – Present

• Designed a journaling app centered around future messages to encourage consistent journaling habits
• Conducted user research and interviews to identify barriers to consistent journaling, including lack of motivation and difficulty knowing what to write
• Defined product requirements and designed the end-to-end user experience, removing non-essential features that distracted from the core product experience
• Built a functional iOS application using AI-assisted development tools and validated product decisions through prototype and post-build testing

EXPERIENCE

UX/UI Designer – Esport Canada
Remote | Mar 2025 – Present

• Designed and launched new website pages while maintaining consistency with the existing visual system and brand identity
• Improved site navigation, content structure, and user flows to make information easier to discover
• Optimized on-page SEO through content updates, metadata, and site structure improvements, increasing organic traffic by 471% and helping the website rank first for branded search queries
• Enhanced mobile experiences and introduced reusable components to support scalable future updates

Freelance UX/UI Designer
Remote | Jan 2018 – Present

• Designed websites and digital products for SaaS, e-commerce, and service-based businesses
• Conducted competitor research and created user flows, wireframes, prototypes, and high-fidelity interfaces for new products and redesigns
• Collaborated with founders and developers from concept through implementation

UI/UX Designer – FC Dnipro
Remote | May 2023 – Apr 2024

• Led the redesign of fcdnipro.com, modernizing the interface while preserving brand identity
• Refined page layouts and information hierarchy to improve clarity across team, match, and news sections
• Optimized mobile layouts to ensure a consistent experience across devices

UX/UI Designer – Booking Startup (Contract)
Remote | Feb 2021 – Jun 2021

• Designed internal booking and management interfaces using the existing design system
• Created new pages and proposed usability improvements for operational workflows

Web & Graphic Designer – Old Mill Restaurant
Remote | Jan 2020 – Dec 2020

• Redesigned the restaurant website and optimized the online ordering experience across devices
• Designed digital and print materials, including social media content, menus, and marketing collateral to maintain a consistent visual identity

ADDITIONAL EXPERIENCE

Community Manager – LAG Esports (Part-Time)
Remote | Aug 2025 – Present

• Created content and managed community engagement across social media, Discord, and Twitch
• Grew average Twitch live-stream attendance from 10 to 70 concurrent viewers

Administrator & Accounting Assistant – Industrial Rubber Supply
Winnipeg, Canada | Mar 2024 – Aug 2024

• Supported administrative and accounting operations, including invoicing, documentation, and record management

EDUCATION

NMetAU – Bachelor’s in Technical Translation 2016 – 2020
WSB University – Master's Studies in Project Management
2020 – 2024

Google UX Design Professional Certificate — Coursera — Jan 2023