

Mari Kondrateva

Senior Product Designer

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Portfolio: <https://www.figma.com/proto/hM3xo8vOp9rZRpKi2P1pzD>

SUMMARY

Senior Product Designer with 10+ years of end-to-end experience transforming complex financial and technical products into intuitive mobile-first experiences, demonstrated expertise in user research-driven pivots, data-informed design decisions that measurably improve conversions, and proven ability to work autonomously in fast-paced startup environments while building products from concept to launch.

EXPERIENCE & ACHIEVEMENTS

Senior UX & UI Designer & Product Developer

APR 2025 - current

- at Defrr:** a deferred revenue and SaaS metrics automation platform for finance teams
- Designed responsive web and mobile components within existing design system using Vue.js
- Applied human-centred design to translate complex technical concepts into intuitive mobile-first interfaces
- AI Product Contributor at Galvanized Pukeko:** AI tools: CLI-based assistant and UI-generating framework.
- Designed UX strategy for open-source AI code review tool serving 1000+ developers
- Led conversational AI interface design, optimising developer workflow efficiency by 40%
- Conducted user research and usability testing, building cross-platform component library for web and mobile compatibility

Senior Product Designer - IMeasureU / Vicon, Auckland

2019 - 2024 Cross-functional, multidisciplinary (hardware & software, mobile, desktop, web) products

- 15% increase in sale conversion from trial to customer** with introduction of Impact Asymmetry metric and chart for the IMU Step product.
- 90% decrease in customer complaints on the unreliability** of a new product Knee Monitor after introducing new labels for wearable devices (sensors).
- 38% increase in positive customer testimonials** with renewed iOS app launching for the IMU Step product.
- 4 successful cross-functional, multidisciplinary (hardware & software, mobile, desktop, web) products design led:** IMU Step, Capture.U, IMU Locker, Knee Monitor.

UI & UX Designer - Unimarket, Auckland

2018 - 2019 B2B SaaS white-label comprehensive procurement system

- New customer with over 100K user base joined** after new mobile-first design system implementation.
- 58% increase in customer satisfaction score** with improved UX workflows

UI & UX Designer /Developer - 9 Spokes, Auckland

2015 - 2017 mobile-first B2B SaaS SMB Finance Dashboard

- Great User Experience Award 2017**, Awarded by FinancesOnline.
- 2 team members mentored.**
- 15% increase in cross-departmental collaboration.**

Freelancer /Web Master - Kopolo Studio, Remote

2013 - 2015

- 5 cross-platform website design and development led.**
- 2 native and cross-platform mobile apps design led.**
- 2 brand identities developed.**

EDUCATION

2025, AUCKLAND

Design Thinking
Postgraduate, A

Media Design School

2013, AUCKLAND

Web Development diploma, Information Technology

YOOBEE College of Creative Innovation

2003 - 2008

Finance & Insurance
Master's degree with Honors

Far Eastern State University

Intern, Anti-Money-Laundering Department - VTB Bank, Vladivostok

SKILLS /COMPETENCES

End-to-End Product Design Leadership: 10+ years leading complete product lifecycles from research to launch, including 4 successful cross-functional products and proven ability to work as sole designer on tight-knit teams.

Mobile-First & Conversion-Focused Design: Strong mobile design expertise with demonstrated results: 15% increase in trial-to-customer conversion, 58% boost in customer satisfaction, and experience designing responsive mobile-first interfaces.

Strategic Problem-Solving & User Research: Proven track record of asking "why before what" - successfully pivoted Knee Monitor from surgeons to physiotherapists after deep user research, leading to product success and eliminating customer complaints.

Fast-Paced Startup & Fintech Experience: Extensive background in agile startup environments (9 Spokes fintech, multiple early-stage products) with white-label SaaS design experience and comfort working in ambiguous, rapidly-changing contexts.

Data-Driven Design & Direct Customer Interaction: Experience conducting user interviews, A/B testing, and making data-informed design decisions that deliver measurable business impact - exactly what's needed for optimising conversion funnels and reducing user drop-off.

Technical: Figma, Miro, Sketch, Blender, Adobe CC, HTML/ CSS, JavaScript, Vue.js, Storybook, Histoire, Google Analytics, Jira, Confluence, Dialogflow CX, Gaunt Sloth, GitHub, ClaudeCode, Cursor, Windsurf.

CERTIFICATION

IBM Skill-Up 2025-2026

- IBM AI Product Manager Professional Certificate

- Generative AI 4x courses

LinkedIn Learning 2025

- AI Product Ideation Principles and Practical Applications

Google Cloud Skills Boost 2024

- Incorporating Generative Features into Complex DFCX Agents

- Conversational AI on Vertex AI and Dialogflow CX

California Institute of the Arts 2019

- UI / UX Design Specialisation:

- Web Design: Wireframes to Prototypes

- UX Design Fundamentals

- Web Design: Strategy and Information Architecture

- Visual Elements of User Interface Design

CONFERENCES attended

ConFig'2023, '2024, '2025

2023, 2024, 2025, ONLINE

Figma's conference

Design Buddies MAY 2024, ONLINE

Graphical Design conference

10xDesigners FEB 2024, ONLINE

UI design conference

UX New Zealand FEB 2023, WELLINGTON

User Experience conference