Kristina *Sarieva*

Product Designer

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Profile

Product Designer with 3+ years across recruiting tech, healthcare and telecom, working end-to-end from discovery to shipped features. Strong in UX Design, UI Design, User Research, Prototyping and Design Systems, using tools like Figma and Jira to move from problem to tested solution quickly.

Blend Product Management and design to clarify problems, prioritise the right bets and design flows that improve key metrics (e.g. doubling completed profiles and supporting a $1.2M seed raise).

Work Experience

Product Designer
FEB 2022 – AUG 2024

Nolea

— Worked as Product Designer to turn a fragmented recruiting process into a connected workflow, applying UX design principles and prototyping in Figma to unify sourcing, profile enrichment, talent lists and outreach in one platform.
— Designed and launched a Chrome extension as part of the product design system, iterating on user research and usability feedback until all pilot customers adopted it in their daily workflow.
— Grew from UX&UI Designer to Product Owner, applying product management practices in Jira to own the roadmap and delivery, double weekly completed profiles (3–4 → 7–8) and help secure a $1.2M Seed A round.

UX&UI Designer, Consultant
FEB 2022 – JUL 2022

Clinical Partners

— Used UX and UI design to review and improve key clinician and patient journeys, leading to smoother booking flows and reduced user frustration.
— Designed and shipped features within the product design system, ensuring consistent, accessible experiences across the platform.
— Collaborated with clinicians and applied user research insights to optimise report-filling flows, making documentation faster and less error-prone.

Web Designer
JAN 2021 – FEB 2022

Yettel, Sofia

— Designed landing pages and campaign visuals that improved click-through rates and on-site conversion for key marketing campaigns.
— Optimised website and app customer journeys by simplifying flows and clarifying messaging, reducing friction in key self-service tasks.
— Contributed to the 2022 Telenor → Yettel rebrand by translating the new brand into web experiences that supported launch campaigns.

Education

UX & UI Design
SEP 2021 – DEC 2021

Telerik Academy School

— Completed an intensive, end-to-end UX & UI program covering the full product design process.
— Practised user research, journey mapping, wireframing and prototyping with a strong focus on usability.
— Designed responsive interfaces in Figma, applying design systems, visual hierarchy and accessibility principles.

Bachelor Degree in Accounting & Finance
SEP 2016 – JUN 2020

University of National and World Economy, Sofia

— Developed strong analytical skills through accounting, finance and quantitative subjects.
— Built solid understanding of business models, financial metrics and economic decision-making.
— Regularly prepared and delivered presentations, strengthening communication and storytelling skills.

Skills

Product Design
Product Management
Design Systems
ChatGPT
Jira
UX Design
User Research
Prototyping
Figma
Hotjar
UI Design
User Testing
Claude
Miro
Framer