

Darya Belanovskaya

Senior Product Designer | Mobile & Web Apps

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Minsk, Belarus | Open to international remote roles

Senior Product Designer with 6+ years across mobile and web products. Took the Plant Care App from first mockup through launch and monetization; it reached **300K+ users** and was later acquired. At WE ARE, a marketplace of Belarusian brands, improved the live product across app and web features and fully rebuilt the design system and the mobile website. Designed AI-powered experiences and managed a **30+ person** team across two products.

EXPERIENCE

WE ARE

Sole Product Designer | Part-time | Nov 2025 - Sep 2026

Fashion marketplace with 40+ brands and 2,500+ products. Joined after launch; some improvements did not reach production because the company paused online expansion in favor of offline retail.

Achievements

- Audited the app and website and improved catalog, sign-in, cart, checkout, orders, and returns; wrote return, delivery, and payment documentation.
- Rebuilt the app and web design system for the team and AI agents, redesigning most components and documenting their use.
- Redesigned the complete mobile website to simplify browsing and purchase journeys from discovery to checkout.
- Built a custom AI design agent to support design decisions and repetitive tasks.

Appvillis UAB

Project Manager & Product Designer | Oct 2025 - Jul 2026

Promoted from Product Designer; worked across [eSIM Plus](#) and [Nicegram](#) on iOS, Android, and web, and [bid.fun](#) on web.

- Managed a cross-functional team of 30+ across product, design, engineering, QA, and marketing; planned the work of the entire team, including priorities, resource allocation, cross-team dependencies, and releases.
- Ran one-to-ones with team members and team meetings together with the COO.
- Continued hands-on product design, creating user flows, interface designs, and developer handoff materials alongside team management.
- As the sole Product Designer on [bid.fun](#), designed the product experience and responsive landing page for a Web3 penny-auction platform: auction mechanics, wallet-connected ticket purchase, bidding, and the referral program; proposed branding and visual direction options.

Achievements

- Structured Jira workflows around clear requirements, task ownership, blockers, and status, making delivery easier to track across teams.

Product Designer | Dec 2024 - Oct 2025

Worked on [eSIM Plus](#) (5M+ downloads) and [Nicegram](#) (55M+ downloads; 2.5M monthly active users).

- Designed virtual-number verification and loyalty features; structured Figma components, interface states, flows, and implementation notes for developer handoff.

Achievements

- Defined the structure and rollout plan for the eSIM Plus app and web design system, implemented it, and built reusable components; documented the system and ensured further design work followed it. Then applied the same approach to co-build Nicegram's system with another designer.
- Created event maps linking app and web screens to analytics events, and kept them current as features reached production.

MOBYRIX

Product Designer | Sep 2021 - Dec 2024

Sole designer on the iOS [Plant Care App](#); promoted from UI/UX Designer.

- Designed onboarding, plant identification, health tracking, care reminders, guides, community, subscriptions, loyalty, and an AI assistant, from user flows to high-fidelity UI and prototypes.
- Conducted UX research and competitor analysis myself, and used the findings to shape product hypotheses, user flows, and feature decisions.
- Prepared developer handoff and launch assets, including App Store visuals, social content, and a promotional landing page.

Achievements

- Owned product design from first mockups through launch and monetization. The app reached 300K+ users and was later acquired.
- Built the design system, product documentation, and the company's first analytics event map; their structured, up-to-date state enabled an 8-hour handover to the new team.

UI/UX Designer | Oct 2020 - Sep 2021

- Designed mobile product flows, UI concepts, prototypes, and launch assets; reviewed implementation and iterated with product and engineering.

Innowise Group

UI/UX Designer | May 2020 - Oct 2020

- Created web and mobile concepts, clickable prototypes, and product presentations for client and internal projects.

OTHER PROJECT

[AELI](#) | 2025

Created the branding and the full product flow for a voice-first AI emotional support app, and led it from concept to launch: onboarding, voice check-ins and responses, saved sessions, subscription, and developer handoff.

SKILLS & TOOLS

Design: Product design, UX/UI, interaction design, mobile and web design, user flows, wireframing, prototyping, design systems, UX research, usability testing.

Product & delivery: Onboarding, subscriptions, AI experiences, analytics event documentation, developer handoff, stakeholder collaboration, planning and release coordination.

Tools: Figma, Jira, AI tools.

EDUCATION & LANGUAGES

Belarusian State University of Informatics and Radioelectronics, Engineering and Economics Faculty. Marketing Programmer, 2013 - 2017.

Languages: English - B2; Russian - Native; French - A2; Polish - Beginner.