

Daryna Maliarevska

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SUMMARY

Product Designer with 5+ years of experience owning end-to-end workflows for high-growth B2B SaaS and complex infrastructure systems. Proven "dual-threat" capability in defining product strategy alongside leadership while maintaining high-fidelity execution across design systems and transactional interfaces. Adept at navigating ambiguity to ship measurable improvements in engagement and operational efficiency for both startups and established platforms.

EXPERIENCE

SuperSend, UX/UI Designer

Sep 2024 - Jan 2026

- Collaborated directly with leadership to define problem spaces and prioritize roadmap initiatives, ensuring design decisions aligned with core business growth.
- Redesigned acquisition funnels and onboarding infrastructure, resulting in a 20% improvement in signup-to-activation conversion within 12 weeks.
- Designed a unified contact inbox and high-volume triage system to manage platform compliance, effectively reducing support tickets by 50%.
- Maintained and evolved the product design system, leading QA with engineering to ensure pixel-perfect implementation consistency across complex reusable components.

EXO Freight, UX Designer

Sep 2022 - Jan 2024

- Led the redesign of critical TMS platform features, prioritizing speed and accuracy for high-volume transactional data.
- Accounted for complex edge cases through user shadowing and workflow mapping, identifying and resolving friction in repetitive navigation.
- Rebuilt shipment detail interfaces with inline editing patterns and clear hierarchies, significantly reducing data-entry friction.
- Standardized UI states and shared component patterns within Figma to align product requirements with system architecture.

.efficiently, UX Designer

Jul 2021 - Aug 2022

- Designed responsive web experiences for task-driven workflows across desktop and tablet.
- Created interactive prototypes to test transitions and cross-platform usability patterns.
- Conducted user interviews and usability tests, translating findings into interaction improvements and roadmap priorities.
- Developed journey maps and task flows to align stakeholders on high-value user behaviors.
- Collaborated with engineering to refine UI states and ensure implementation consistency across devices.

EDUCATION

General Assembly

User Experience Design Immersive

Santa Monica Community College

Graphic Design

Kyiv National Linguistic University

Linguistics

SKILLS

Product Strategy • Transactional UX • Acquisition & Conversion Funnels • Complex Operational Workflows • IA & Interaction Design • Design System Architecture • Component Libraries • Engineering Handoff • Cross-Platform Usability • User Interviews