Daria Landa

Senior Product Designer with 5+ years | AI & B2B SaaS

Portfolio | Linkedin
0586731288
landadaria@gmail.com

Workiz, Senior Product Designer

JAN 2024 - PRESENT

- Own core platform areas end-to-end on web and mobile; shipped 25+ features with 4+ PMs and engineering
- Designing AI-powered product experiences and conversational workflows that automate user tasks; 68% first-week return in beta, 74% of chats started from suggested prompts
- Redesigned onboarding that showed +47% early activation, leading retention metric (~5x the goal)
- Leading AI-assisted product development within the Design team, building coding skills, creating components with Claude, and contributing to production
- Conducting user research, usability testing, and data analysis to guide product decisions
- Fintech impact: disputes with AI-suggested evidence, used by ~70% of filers; bad debt, billing and subscriptions
- Design system & code: created components and tokens in Figma and Storybook; built a Claude skill to ship them with frontend PRs via Git
- Hired, onboarded and mentored 2 designers; ran design reviews and critiques; built the design process, onboarding program

Amdocs, Product Designer

JAN 2022 - SEPT 2023

- Designing complex systems & platforms working on Amdocs CRM solutions as well as international clients
- Leading design processes and projects
- Ideating and designing new features, from concepts to development
- Conducting user and market research
- Creating user flows, wireframes & prototypes
- Creating components for design system
- Researching & designing generative AI technologies

Investing.com, Conversion Rate Optimization Manager

SEPT 2018 - DEC 2021

- Managed A/B testing and drive optimization based on performance insights, led localization projects across 35 global markets, while collaborating cross-functionally with Product, R&D, and Customer Support teams, and conducting research to drive conversion rates

Education

MA, Social Psychology
2009 - 2014 RSUH, Moscow

UX Design Course
2019 - 2020 Create School

UI Design Course
2021 Practicum

Additonal

Skills

Figma, Claude, Git
Vibe coding
Shipping in code
Design engineering
User & Market Research
Usability testing
System thinking
AI fluency
Design System
Design Leadership

Languages

English - fluent
Russian - native
Hebrew - conversational

Achivements

AI Hackathon winner, Workiz
Above & Beyond, Workiz
UX course lecturer, MEET
AI Hackathon winner, Amdocs