

# Kseniia Sherstneva

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## UX/UI Designer

**Summary:** UI/UX Designer/Product Designer with 10 years of experience crafting user-centered designs for mobile apps, web platforms, SaaS, and CRM systems. Specializes in leading end-to-end design from concept to delivery and applying user research to build real, data-driven products. Experienced in both B2C and B2B projects across Foodtech, Fintech, and E-commerce. Mentored designers and researchers within cross-functional teams.

**Skills:** Figma | Adobe Creative Suite | Miro | Prototyping | Design Systems | Information Architecture Design | AI-Assisted Design Workflows | Usability Testing | A/B Testing | Analytics | Stakeholder Management | Cross-functional collaboration | Leadership | Mentoring & coaching | Storytelling

**Languages:** English (professional working proficiency), Russian (native)

## PROFESSIONAL EXPERIENCE

### **Raiffeisen Bank**

Moscow, Russia

*A top-15 European bank.*

#### **Senior UX Designer** (September 2023 – Present)

- Led and delivered two major redesigns of the B2B division's web and app main screens, increasing internal transfers by 16%, reducing user journey time by 10%, and boosting CSAT by 14%, through restructured UX flows, refined interaction patterns, and updated design system components.
- Optimized transactional flows for transfers and accounting import, raising transaction activity by 24% and cutting Contact Rate by 27%, through analytics review and simplifying error recovery paths.
- Initiated and delivered Zero-to-One product initiatives, achieving a 16% growth in transactional activity, by applying Design Thinking methodology, conducting usability research, and coordinating cross-functional discovery.
- Improved NPS by 10% over 18 months by addressing user needs and pain points identified through feedback and analytics, which led to more intuitive journeys and higher overall satisfaction.
- Collaborated closely with product managers, engineers, business stakeholders, and the design system team to align design initiatives with business goals and maintain consistency across products, contributing new components and improving efficiency across web and mobile platforms.
- Mentored junior designers and researchers, improving team output and process maturity, conducting one-on-one sessions, design reviews, and workshops.

### **QUEATIS**

CA, USA

*An early-stage, venture-backed healthtech startup with a rapidly growing user base in its first six months after launch.*

#### **Senior UX Designer** (November 2024 – October 2025)

- Owned and launched the MVP version of a nutrition app from scratch, reaching 2,000 active users within six months, conducted user research, built information architecture, and developed the product's visual language.
- Implemented AI-assisted design workflows, reducing content production time and increasing creative output, using generative AI tools to create and refine product visuals for the content area.
- Developed a scalable design system and visual identity, accelerating delivery and ensuring product consistency, by implementing component libraries and token-based UI architecture in Figma.
- Designed onboarding and retention flows, improved activation metrics, through usability testing and iterative user flows.

### **KFC Russia**

Moscow, Russia

*A leading global quick-service restaurant brand with thousands of locations worldwide.*

#### **Senior UX Designer** (December 2021 – August 2023)

- Redesigned an internal staff-facing SaaS platform for kitchen teams and managers, reducing order assembly errors by 16% and spicy/non-spicy mismatches by 18%, through improved information hierarchy and real-time visual states across 16 pilot restaurants.
- Led Zero-to-One design for internal operational tools, owning the entire UX cycle from research to release and collaborating with Product and Engineering to ensure scalable delivery.
- Created and launched the loyalty program experience across multiple digital touchpoints, increasing checkout upsell

by 13% and achieving zero logic-related issues post-launch, after extensive behavioral research and cross-platform prototyping.

- Coached and supported junior designers and interns, enhancing team capability and design consistency through structured feedback sessions, design reviews, and practical workshops.

## **Chitay-Gorod**

Moscow, Russia

*A leading omni-channel book retailer and e-commerce network with 800+ stores and a top-ranking online platform.*

### **Senior UX Designer** (June 2018 – December 2021)

- Designed and delivered gamified engagement experiences, achieving a 21% conversion from gameplay to service registration through interactive mechanics.
- Boosted user retention and seasonal sales by 8% through user-centric, gamified UX flows — validated in usability tests and iterated based on A/B results.
- Defined and evolved the product's visual direction, collaborating with illustrators and motion designers to craft cohesive UI concepts and maintain brand consistency across all digital touchpoints.

## **Molecule**

Moscow, Russia

*A major luxury perfume retailer and distributor with advanced e-commerce and internal CRM systems.*

### **UX/UI Designer** (October 2015 – June 2018)

- Redesigned internal CRM and logistics tools, streamlining workflows and reducing task time and error rates through optimized UX flows and journey maps tailored for warehouse operations.
- Supported and evolved three e-commerce websites, improving checkout experience and user behavior patterns by updated UX flows and unified content structure.
- Contributed to the foundation of consistent design practices, introducing reusable components and early pattern guidelines across products.

## **CO-PROFESSIONAL LEADERSHIP**

### **British Higher School of Art and Design | Co-curator** (October 2021 – Present)

Moscow, Russia

- Design and curate educational programs and course materials — defining curricula, managing lecturers, and ensuring content quality for both university and professional audiences.
- Provide 1-on-1 mentorship to students and early-career professionals, guiding them in UX design, user research, career planning, and portfolio development.
- Led groups of 100+ students and successfully graduated over 400 designers across multiple training programs.

### **Women in Tech | Mentor** (December 2022 – March 2024)

Worldwide

- Mentored eight junior designers, providing both one-on-one coaching and group lectures on UX design and research.
- Delivered lectures for the Women in Tech community, sharing expertise in product design processes and UX methodologies.

## **EDUCATION**

**2020, British Higher School of Art and Design**, Diploma with honors

Moscow, Russia

**UX/UI Designer, 18 month program**

User Experience Fundamentals & Research Methods | Information Architecture | Visual Design & Design Systems | Product Thinking & UX Strategy

**2015, International Design School**

Moscow, Russia

**Graphic Designer, 2 years program**

Design Fundamentals & Composition | Typography | Color Theory | Creative Thinking

**2013, Moscow International Academy**

Moscow, Russia

**Master's degree, Management of organizations**

Organizational Management | Economics & Financial Analysis | Innovation & Strategic Development

## **ADDITIONAL INFORMATION**

Hobbies: Cooking. Completed a year long culinary training with practice in Michelin starred restaurants.

Publications: [Women in Tech](#), [British Higher School of Art and Design](#)