



Daria Lomova

Design Director, Head of Design

Design leader with 12+ years of experience, including 7+ years leading teams. I combine product strategy, research, and data with strong visual design to launch new products and evolve complex platforms. I build teams, design systems, and processes that align product and brand design with business goals. I also lead AI-assisted, code-based prototyping in collaboration with product and engineering.

Design Leadership & Team Scaling

Product Design (B2C/B2B/SaaS)

Product Design Strategy

Design Systems

Visual Design

Monetization & Subscription UX

AI-driven Product Design

A/B testing

Figma

Product Analytics

Product Portfolio

[Presentation ↗](#)

Promo Portfolio

dribbble.com/dasha_chichi
behance.net/dashachichi

Languages

English (Advanced)
Russian (Native)

Contacts

+7 920 220 78 30
dalomova@gmail.com

[Facebook](#)
[LinkedIn](#)
[Telegram](#)

PROFESSIONAL EXPERIENCE

JANUARY 2026 – PRESENT

Head of Product Design — Contract Projects

- Define product design vision, UX principles, and a consistent visual language.
- Support new product and MVP launches, from concept and core user flows to design quality assurance during implementation.
- Establish design workflows, reviews, and documentation, aligning design, product, and engineering.
- Audit products to identify issues in user experience, visual consistency, and key user journeys.
- Lead AI-assisted, code-based prototyping using an existing UI component library, collaborating with product and engineering to validate user flows and ensure UX quality.

OCTOBER 2025 – DECEMBER 2025

Head of Design at Solant.ai (MVP contract, AI-agent start-up)

- **Delivered end-to-end design for an AI-first MVP**, defining core UX flows, AI interactions, and interface patterns.
- **Established the brand foundation and visual system**, including the color palette, typography, and design principles.
- Partnered directly with founders and engineering, translating vision into a functional and scalable MVP.
- Improved AI experience clarity and trust, applying human-centered AI design principles.

JANUARY 2025 – OCTOBER 2025

Head of Design, Disrupt & Change — Mail (VK, one of the largest Big Tech companies in Russia)

- Led Mail’s Disrupt and Change design streams, managing **13+ designers, including team leads**.
- Defined and implemented the **design strategy for the next version of Mail**, aligning it with product and business priorities.
- Led the navigation redesign, simplifying core journeys and enabling cross-service growth: organic clicks to Shopping **increased by 59% and to Cloud Mail by 284%**.
- Redesigned Wallet and introduced new paid journeys: **promo-code conversion increased by 7.5%**, and the eSIM **click-through rate reached 2.44%**.

AUGUST 2020 – DECEMBER 2024

Head of Design, Cloud Services — Mail (VK, one of the largest Big Tech companies in Russia)

- Built and led three design teams with **15+ designers**, including team leads, across core product, monetization, and communications.
- Led legacy product redesigns for Cloud Mail and Disk-O, contributing to **DAU growth from 900K in 2020 to 2.8M in 2024**.
- Built and rolled out a cross-platform design system for web, iOS, Android, and desktop, standardizing UI patterns and core user journeys.
- Introduced design hypothesis scoring, prioritization, and review gates, linking the design backlog to product metrics.
- **Established designer-led research**, enabling validation of new product hypotheses without increasing the UX research team’s workload.
- **Reduced time-to-market by up to 30%** by improving discovery and collaboration across design, product, and engineering.
- Built a development and mentoring framework, supporting progression to senior and lead roles; **average team tenure was 3–4 years, with team satisfaction rated 4.7/5**.
- Led VK Board’s design from scratch and built its design team. **The product reached 30K MAU**, with initial B2B sales to Ozon and X5.
- Established a monetization design stream and led Mail Space’s product and communication design, contributing to daily revenue growth from **1.3M RUB in 2022 to 10M RUB in 2024**.

MAY 2015 – JANUARY 2020

Art Director and Lead Designer at Red Collar

- **Increased average project value by 2–3x** through stronger visual direction, positioning, and client communication.
- **Directed visual strategy and design teams** for international and enterprise clients.
- **Owned visual concepts** that helped win major competitive tenders.
- **Shortened approval and delivery cycles** by establishing clear client–team communication processes.
- **Delivered award-level interactive experiences** in close collaboration with front-end developers.
- During my tenure, the agency was **twice named Best Agency by CSS Design Awards**.
- **Designed web and mobile products** for international clients across multiple industries.
- Contributed to **award-winning projects** recognized by **Awwwards, CSS Design Awards, and FWA**.
- Aligned UX solutions with business goals through direct client collaboration.
- Improved usability through testing and iteration, translating insights into interface improvements.