Tsukali Daria

Senior Product Designer · UX/UI

Portfolio: tsukali.kotletti.com

Telegram

daria.tsukali@gmail.com

About

28 years old · Russian citizen · Based in Kyrgyzstan, UTC+6 · Sole proprietor in Kyrgyzstan
Senior Product Designer. ~~7~~ years in interface design since 2019, 3 of them in product design. I take a task end to end: research, hypotheses, prototype, mockups, design system, implementation review.
Domains: B2B platforms, CPA and affiliate marketing, AI analytics, Web3, real estate.
Open to offers from different industries. Remote, full-time or part-time.

Experience

Own projects and freelance
Product Designer
2026 – present

A year of close work with AI: all new projects, my own and freelance, are built with Claude, from prototype to code.

Kotletti UI. A design system in Rust and Dioxus with 45 components in two themes, built with a developer colleague, open source. Designed the token architecture and the components, built the Figma library and moved it into code.
PropData. Real estate analytics for realtors in the UAE, freelance. Turned a functional brief into a clickable prototype for an investor presentation.

Quantum One
Senior Product Designer
July 2025 – April 2026

AI platform for large industrial companies in the UAE. About 100 people. Industries: agriculture, energy, logistics, retail, metallurgy.

Insights++, an AI tool for analytics and benchmarking. Joined when the product existed as a concept: reduced client tasks to three roles and a shared pool of widgets, designed how AI answers are presented and built a shared design system for the company's products. Internal staffing and finance platform: designed it end to end, from the project card to the reports, and a team of about 15 people moved from Excel to a single system. Worked with the product director, the finance team and engineering.

Click2Money
Senior Product Designer
March 2023 – July 2025

CPA platform in the finance vertical, running since 2019. 1000+ offers, 25+ countries, direct advertisers: banks and microfinance companies.

The only designer in the company. Storefront builder, pages with advertiser offers that brought part of the monetization team's revenue: based on 8 in-depth interviews and 10 usability tests, designed a tool where the team builds a storefront itself in minutes instead of hours and days of waiting for a developer, and brought it to a version that embeds into the company's other products. Built the storefront templates on a token-based design system. Set up a six-stage design process, ran tasks through it and agreed with product managers on what to expect from design and when.

EverKit
UX/UI Designer
September 2022 – March 2023

Web3 startup in the Everscale ecosystem.

Designed products in quick switches, one or two months per product: websites, user dashboards, a marketplace, onboarding. Took part in building a UI kit and a visual system for new services.

New Shift
UX/UI Designer
March 2020 – September 2022

Design studio.

Set up the design process and mentored junior designers. Introduced a discovery stage before design. Worked with clients directly: clarified tasks and agreed on solutions.

World Fashion Channel
UX/UI Intern
June 2019 – March 2020

Media company, graphics and interface production for the Dixy brand.

Designed web and mobile interfaces for Dixy, built landing pages for promotions and new products.

Freelance
Graphic Designer
2018–2019

Orders from freelance marketplaces and referrals.

Alongside university studies: brochures, illustrations and small promo landing pages, mostly in Illustrator and Photoshop. Landing pages led me to interfaces.

Skills

Research
Problem statements with goal, audience and success criteria, discovery, competitive analysis, in-depth interviews, usability tests

Design
Hypotheses and their prioritization, user flows, prototypes, including with AI, splitting work into iterations with the product manager, mockups with all states and use cases

Building in Figma
Auto layout, components and variants, variables and tokens, themes, interactive prototypes, accessibility: contrast, focus, keyboard navigation, custom design systems from scratch

Process
Defending decisions, design reviews and implementation review, setting up the design process, mentoring

Tools

Design
Figma, FigJam, Figma Make

AI
Claude, Claude Code, ChatGPT, Krea

Process
Jira, Confluence, Notion, Miro, Slack

Code
GitHub, GitLab

Languages

Russian (native)

English (B2): I design interfaces and read documentation

Education

NSUADA · 2016–2021
Architectural Environment Design

Updated: October 6, 2026