DARIA LEDENEVA

SENIOR PRODUCT DESIGNER

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PROFILE

Senior Product Designer with 7 years in e-commerce and iGaming. I take brands from visual concept to a shipped product: **11 brand launches at BrainRocket, 3 brands launched in-house at Sportmaster, 7 design systems built from scratch**, and core shopping flows for a multi-brand retailer. Generative AI is part of my workflow for concepts, visual assets, UI, and motion. Looking for a senior role in product or visual design. Open to on-site or remote roles and relocation.

EXPERIENCE

BRAINROCKET

Valencia, Spain · On-site

iGaming and sports betting company.

Product Designer — Jun 2025 – Present

- Shipped UI for 11 brand launches across several parallel projects; a full launch from concept to release took about 2 months
- Created themed website concepts with game-style interfaces, built interactive prototypes in Figma, and used generative AI for assets and motion

SPORTMASTER

Remote · Dec 2020 – May 2025

Major Eastern European sports retailer: 450+ stores and a multi-brand e-commerce ecosystem with its own websites, apps, and brand stores.

Lead Product Designer — Dec 2024 – May 2025

- Led a team of 5 designers across 9 brands
- Defined the rules and constraints for the team's design system work

Senior Product Designer — Mar 2022 – Dec 2024

- Launched 3 brands in-house, from visual concept to design system to live site (Cordillero, Sensana, Kappa). After these launches, Sportmaster stopped hiring outside studios for brand sites
- Shipped Sensana ahead of schedule and Kappa in about two months by designing pages in parallel with development
- Designed e-commerce websites for 14 Sportmaster brands, including Columbia, Kappa, Fila, Skechers, Demix, and Urban Vibes
- Owned core shopping flows across these stores: catalog, search, product page, cart, and checkout
- Redesigned checkout for Urban Vibes based on user research, and for Columbia within the shared platform's backend constraints
- Built 7 design systems from scratch

Product Designer — Dec 2020 – Mar 2022

- Designed web and app interfaces for Sportmaster and its brands on a large multi-brand e-commerce platform

WESTWING

Moscow, Russia · On-site · Feb 2019 – Dec 2020

European home and living e-commerce company, headquartered in Germany.

Product Designer — Sep 2019 – Dec 2020

- Led UI design for the website and the iOS and Android apps
- Redesigned the checkout experience
- Designed and launched Westwing Shop, a new e-commerce section of the platform

Designer — Feb 2019 – Sep 2019

- Marketing design: campaigns, emails, banners, and artwork

EDUCATION & LANGUAGES

Bachelor of Architecture
Moscow State Univ. of Civil Engineering · 2013–2018

English – professional working proficiency
Russian – native
Spanish – elementary

SKILLS

Product Design | UI Design | Visual Design | Design Systems | UX Research | Prototyping | Developer Handoff | Figma | Generative AI