

# VALERIA SHAVKUNOVA

Product Designer

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## SUMMARY

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Product designer who turns messy, data-heavy problems into products people use. 12+ years in operations and analytics - supply chain, e-commerce, and multi-site management - now applied to research-backed product design that ships with business goals and real user behavior in mind.

## EXPERIENCE

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Freelance Feb 2024 - Present

### Product Designer

- Designed mobile and web applications end to end - conducted user research, wireframing, prototyping, and usability testing to inform design decisions
- Building Vibee, an iOS app that connects users with places based on their vibe - designed and shipping end to end, using Claude Code in my workflow
- Designed TripSaver, an end-to-end travel booking app that helps users find trips within their budget
- Redesigned NYC Pet Services' website, enhancing responsiveness and validating design choices through usability testing
- Conceptualized Instagram Events, a feature to improve event discovery using familiar user patterns

Effy Jewelry - New York, NY Apr 2019 - Jul 2023

DTC e-commerce jewelry brand. Promoted across three roles while leading cross-functional initiatives that improved operational efficiency.

### Analyst Aug 2022 - Jul 2023

- Delivered actionable data insights to senior leadership, contributing to a 5% sales increase

### Customer Service & Merchandise Coordinator Apr 2021 - Aug 2022

- Cut return turnaround time 20% by analyzing customer feedback and streamlining cross-team workflows
- Built inventory tracking protocols that resolved discrepancies same-day, preventing stockouts
- Coordinated between logistics, warehouse, and merchandising teams to maintain inventory accuracy

### Supply Chain Manager Apr 2019 - Apr 2021

- Managed high-value inventory with zero loss over two years; coordinated international shipping and customs

Exclusive Management Solution Group - New York, NY Aug 2016 - Mar 2019

Multi-business operator (20 laundromats and a restaurant).

### Office Manager

- Ran daily operations: vendor relations, supply ordering, and payroll
- Grew social media engagement 40% through content and digital marketing

Metkomsnab - Russia Apr 2010 - Dec 2015

Construction supply company.

### General Manager, Operations & Projects

- Managed 200+ project timelines and budgets; oversaw end-to-end procurement
- Led client relationships, planning, and regional sales growth

## EDUCATION & LEARNING

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Designlab UX Academy - Remote 2024-2025

English Language Program, Teachers College, Columbia University - New York, NY 2018

B.S. in Management & Marketing, Northern Arctic Federal University, Russia 2014

## SKILLS & TOOLS

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**Design:** User research, usability testing, journey mapping, information architecture, wireframing, prototyping, interaction design, responsive web & mobile design, design systems, visual & UI design

**Tools:** Figma, FigJam, Framer, Maze, Lyssna, Miro, Notion, Squarespace, ChatGPT, Claude, Claude Code

**Languages:** English, Russian