



Julia Sobianina

Product/AI Designer | London, UK

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[LinkedIn](#) | [Portfolio](#) (password upon request)

SCAN FOR MY WEBSITE :)

EXPERIENCE

1. Senior Product Designer

YouGov (Business Platform), London, UK | June 2024
- June 2025t (Contractor)

Key responsibilities:

- Led a **team of 6 designers**, setting direction, reviewing work, and mentoring juniors.
- Owned and scaled the **global design system**, improving accessibility compliance and reducing design debt across 5+ product teams.
- Designed **adaptive, mobile-first interfaces**, increasing daily active engagement by **18%**.
- Integrated **AI-powered research workflows**, cutting validation cycles by **30%**.
- Developed **wireframes, prototypes, and motion interactions** to simplify complex decision-making.
- Partnered with product managers and engineers to ensure design strategy aligned with business goals

2. UI Designer

UIC Digital (BBC Project), London, UK | Apr 2023 – Dec 2023
(Contractor) / Digital agency delivering large-scale projects for public and media organisations.

Key responsibilities:

- Delivered **dark mode functionality** for BBC's native app, enhancing accessibility for millions of users.
- Defined complex UX flows and navigation, reducing user drop-off by **15%** during testing.

NICE TO MEET YOU

I am a Senior Product Designer with 6+ years of experience across web, mobile, and immersive platforms. I specialise in bridging business strategy and design execution, creating products that scale globally and deliver measurable impact. Skilled in AI-assisted design workflows, motion interaction design, and adaptive prototyping, I excel at simplifying complex user journeys into intuitive, engaging experiences. Recognised for leading cross-functional teams, building scalable design systems, and accelerating product adoption.

SKILLS

Design & Prototyping: Figma, Sketch, Axure, InVision, Photoshop, Illustrator

UX Research & Strategy: User Testing, Information Architecture, Wireframing, User Flows

Development Collaboration: Jira, Confluence, Notion, Miro

Advanced UI & Animation: AR/VR/MR Design, Motion Graphics, Interaction Design, Prototyping

AI & Innovation: AI-assisted research & prototyping, workflow automation, concept validation

Methodologies: Agile, Design Systems, Accessibility Standards

EDUCATION/DIPLOMAS

Designer for VR/AR – ELVTR (Microsoft Certified) | Jan 2024 – Feb 2024

Graphic Design Diploma – Kyiv College of Boris Grinchenko | 2014 – 2018

Google UX Design Certificate

- Created developer-ready **interaction specs and motion prototypes**, improving build accuracy.
- Collaborated with stakeholders and engineers to ensure scalable delivery across iOS, Android, and Web platforms.

3. UX Designer

PwC, London, UK | Jul 2022 – Apr 2023 (Contractor) / Global consulting firm providing data transformation services.

Key responsibilities:

- Conducted **usability testing and prototypes** that validated early concepts shaping PwC's client platforms.
- Introduced **animated UI and motion patterns**, reducing onboarding time by **20%**.
- Presented design solutions to senior stakeholders, securing buy-in for UX recommendations.
- Collaborated with consultants and developers to align design outcomes with business priorities.

4. Mid-weight Product Designer

UpsideHealth (Remote, US) | Sept 2021 – Sept 2022 (Contractor) / US-based digital health startup building scalable patient engagement tools.

- Built a **comprehensive design system**, reducing design iteration cycles by **30%**.
- Conducted usability testing that informed navigation redesign, increasing feature adoption by **25%**.
- Produced user flows, storyboards, and sitemaps, improving efficiency across product teams.

5. Co-Founder & Design Strategist

Wavery, Kyiv, Ukraine | Mar 2020 – Sept 2020 / UX-driven startup launched during COVID-19 to address digital-first challenges.

- Founded a UX-driven startup during COVID-19, securing top placements in hackathons.
- Defined product strategy, roadmap, and prototyped MVP.
- Led a **multidisciplinary team** of designers, developers, and business strategists, aligning design decisions with product-market fit.
- Built the brand identity and crafted the go-to-market story to pitch to investors and competition juries.
- Developed **rapid prototyping workflows** that accelerated iteration and decision-making under tight deadlines.
- Positioned the product as a scalable solution, demonstrating how user-centered design could address emerging challenges during the pandemic.

6. Junior Product Designer

InRecovery, Remote San Diego, US | Aug 2019 – Sept 2021 (Contractor) / *Healthtech company developing recovery management tools.*

- Created wireframes, flows, and prototypes for digital health solutions.
- Established UX accessibility standards, improving inclusivity.
- Collaborated cross-functionally to deliver end-to-end product features.
- Conducted user research, turning insights into actionable design decisions.
- Designed accessible interfaces, boosting usability.
- Led usability testing cycles to iterate and enhance engagement.