

VALERIIA VYRVA

B2C / B2B Product Design

Primary experience: E-commerce • Recent focus: Messaging & Video Calls

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PROFILE

Product designer with 7+ years of experience across B2C and B2B products, primarily in e-commerce, with recent work in messaging and video calls. I thrive on ambiguous, open-ended problems and turn them into clear product direction and cohesive end-to-end journeys. I bring teams and stakeholders together through clear communication and a strong understanding of business needs, balancing user value, business goals and delivery constraints.

I actively use AI tools to manage workflows, prepare for design tasks and rapidly prototype ideas.

EXPERIENCE

Yandex 360 • Staff Product Designer

Apr 2026 - Present

Messaging & Calls - Telemost

- Led the design of a unified messaging and calling experience, bringing two standalone apps into one product.
- Defined the integration strategy and end-to-end product vision, guided other designers, and owned design quality and outcomes across the initiative.
- Shaping concepts and interaction models for upcoming AI-powered messaging features.

Yandex Lavka • Senior Product Designer

2024 - Apr 2026

On-demand grocery delivery service within Yandex, one of Russia's leading technology companies.

- Owned end-to-end homepage design, from problem framing and research synthesis to concepts, experimentation and collaboration with product and engineering.
- Developed a year-long homepage strategy, prioritising personalised recommendations and balancing user needs with promotional and monetisation goals.
- Restructured navigation, promotional placements and content feeds into a scalable system, validating changes through iterative experiments.
- Designed a personalised product feed that delivered a stable 3.4% GMV uplift; premium promotional placements contributed 24% of the annual advertising revenue target.

EXPERIENCE / CONTINUED

Yandex Market • Senior Product Designer

2021 - 2024

Large-scale e-commerce marketplace within the Yandex ecosystem, serving millions of shoppers.

- Redesigned marketplace filters to match user intent and category needs, increasing filter usage from 4% to 18% and contributing 2% GMV growth.
- Partnered with engineers on dynamic filter rotation and with product and research teams on A/B testing; aligned promotional, advertising and category requirements.
- Conducted 40+ in-depth user interviews and tested product hypotheses to inform design decisions.
- Mapped and documented the search and navigation system, creating a shared reference for colleagues.

Humans.uz • Senior Product Designer

2020 - 2021

- Designed experiences across fintech, marketplace and messaging in an international super app.
- Expanded messaging with workspaces, audio and video calls, and group chats; created a component library and supported its adoption across the team.

YouDo • Product Designer

2019 - 2020

- Redesigned onboarding, increasing conversion to task responses by 12% in the first month.
- Ran usability tests to validate hypotheses before developer handoff; used Lottie to halve the time needed for the app animation process.

MENTORING & TEAM CONTRIBUTION

Taught interface design to 60 students and mentored six startup teams at Southern Federal University (2022 - 2023). Organised and regularly presented at a monthly Yandex Market design meetup for 72 participants (2023).

EDUCATION & LANGUAGES

Southern Federal University • Master of Design • 2009 - 2015

Additional training: Strategic Storytelling (2022); Argumentation Skills (2021).

English: Upper Intermediate • Russian: Native