

# Daria Baranova

building scalable product ecosystems  
& high-impact experiences

- # product design
- # scalable systems
- # ux-architecture
- # accessibility
- # data-driven

experience · 4+ years

## product

### **Prolaio** (via TLM)

Digital health technology · Feb 2026 - present

#### **Senior Product Designer**

- Remote health-monitoring ecosystem: a patient mobile app and an internal web workbench for clinical staff.
- Evolved and maintained the mobile design system — extending patterns to keep UI consistent and speed up design-to-dev handoff.
- Designing the web workbench that lets clinical staff assign health programs and track participant data — translating complex clinical workflows into a usable B2B interface.

### **iRobot** (via TLM)

Global consumer robotics · Jun 2024 - Jul 2026

#### **Senior Product Designer** · in-house team

- Roomba Home — a new-generation mobile app built from scratch (1.5M+ MAU).
- Smart Clean: cleaning start collapsed into two taps, cutting 12 sec off time-to-task.
- Cut errors in key flows by 20-35%; raised Setup / Launch success by 10-18%.
- 92% adoption — the feature became the primary launch method.
- WCAG 2.1 accessibility, VoiceOver optimization (95-98% accessible).
- Unified design system, -25% time-to-market for new features.

### **TLM Software Design**

Full digital service & IT consulting, UAE · Jun 2024 - present

#### **Senior Product Designer**

## tools

Figma  
 Adobe Photoshop  
 Adobe Illustrator

Jira  
 Confluence  
 Trello  
 Notion  
 Miro  
 Google Docs

## expertise

Product strategy  
 Responsive & adaptive design  
 Prototyping  
 User research  
 CustDev interviews  
 User flows  
 A/B testing  
 Competitor analysis  
 Jobs-to-be-done  
 Data-driven design  
 Product metrics  
 Performance optimization  
 Accessibility (WCAG 2.1)

## education

UX/UI DESIGN  
 Geekbrains Design School, St. Petersburg · 2021

BACHELOR'S, MANAGEMENT  
 Admiral Makarov State University, St. Petersburg · 2015

## languages

English · B2  
 Russian · native

# digital

## Osmi

Digital product studio · Dec 2023 – Mar 2024

### UX / UI Designer

- Designed B2C platform tools turning fragmented market data into a transparent business environment for e-commerce and agriculture.
- Reduced average time to find logistics information by 40%.
- Built a GOST-compliant filtering system and an automated mapping service for storage-facility logistics.
- Launched an MVP admin dashboard that cut transaction-management processing time by 30% from day one.

## Robot Code

Digital product studio, Montenegro · Sep 2023 – Dec 2023

### UX / UI Designer

- Delivered adaptive designs for e-commerce, CRM systems and mobile apps, working closely with management and development teams.

## Yumeda

Digital product studio, Germany · Mar 2023 – May 2023

### UX / UI Designer

- Full-cycle design: from initial sketching to high-fidelity mockups and client presentations.



I design interfaces that bridge technological complexity with human needs — grounded in deep analysis and strategic product thinking.