YANA YEROMINA

Product Design Lead — UX Strategy, Design Systems & Team Leadership

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PROFILE

Product designer with 7+ years in complex B2B, fintech and industrial products, four of them also leading teams. Works on dense operational systems: factory floor software, infrastructure monitoring, trading. Builds information architecture and design systems from nothing, and gets research into the process before design starts. Uses AI tools daily for UX audits, research synthesis and prototyping.

SELECTED WORK

- SKF manufacturing platform, **3.5 years as UX Lead**: **five products** deployed across Europe and India, **300+ screens** across web and a mobile scanner app, and a design system adopted by **five product teams, 64 designers and developers**. Led **three designers** and ran testing on the factory floor.
- Sosivio AI observability platform, sole designer: designed the data visualisation at its core, including the chart that scores predicted infrastructure failures by confidence and severity, and the health colour system behind every gauge and chart. **270+ screens** across light and dark themes, plus the brand and design system. Shipped.
- UKRSIBBANK trading platform, built from scratch: secured stakeholder interviews and usability testing before any design work started. Led **seven designers** across **seven product areas** and brought research and product teams into one workflow.

SKILLS & EXPERTISE

Design & Research: UX strategy, design systems, information architecture, user research, usability testing, A/B testing, behavioural analytics, data visualisation, UX writing, concept design, POC development

Leadership & Process: Team leadership and mentoring, hiring and interviewing, stakeholder management, cross-functional alignment, design workshops and training, requirements and user story definition

AI Tools & Methods: AI-assisted UX audits and research synthesis, prototyping in code (vibe-coding), building reusable prompts and context for design work. Claude.

Tools & Platforms: Figma, FigJam, Sketch, Adobe Creative Suite, Miro, Notion, Maze, Amplitude, Hotjar, Confluence, Jira, Azure DevOps, GitHub, GitLab, VS Code. Charting libraries: Recharts, D3.js, Chart.js.

EXPERIENCE

Product Design Lead — UKRSIBBANK (BNP Paribas Group) *May 2025 – July 2026*

Focus: *Fintech platforms, team leadership, stakeholder management, UX reviews & audits, information architecture, research practice, cross-tribe delivery*

- Led a team of **seven designers** across **seven product areas**, spanning digital, lending and marketing. Introduced weekly syncs, individual skills-matrix assessments and structured career-growth conversations.
- Started building a local design foundation on BNP Paribas group guidelines. Initiated knowledge sharing between the Ukrainian and French branches, worked toward unified guidelines across the branch's products, and handed the audit to a designer on the team to complete.
- Delivered the early work personally (internal management dashboard, ATM UX/UI redesign, marketing visual systems) to prove the value and win adoption department by department.
- Ran design hiring: defined the process, interviewed candidates and made selection decisions.
- Connected the research team with the digital product teams. Brought researchers, designers and product owners into one workflow, so research fed design decisions directly.
- Designed the bank's trading platform from scratch. Secured stakeholder interviews and usability testing before any design work started, and delivered a validated UX/UI solution. Used AI for research synthesis and rapid prototyping throughout.

UX Architect (Contract) — DXC / BASF *May 2025 – November 2025*

Focus: *Prototyping, stakeholder management, UX audits, information architecture, design systems, BA & developer collaboration*

- Rebuilt the monitoring dashboard for BASF's factories. Defined a new information architecture and designed the interfaces from the ground up.
- Delivered the company intranet, a separate project from the dashboard.

- Created a brand-aligned design system, consolidating scattered tools into one scalable solution.

UX Lead Designer — DXC / SKF *October 2021 – April 2025*

Focus: *Design team leadership, prototyping, stakeholder & user interviews, IA development, mentoring, usability & A/B testing, design system migration*

- Led design across SKF's manufacturing platform (MES and MOM): **five products and six modules** deployed across Europe and India, covering production control, work centres, material staging, quality inspection, shifts, and performance and loss tracking.
- Built the information architecture from the ground up and aligned stakeholders across **five product teams**.
- Ran user interviews and testing on the factory floor. Operators work standing, in gloves and under time pressure, which shaped tap targets, labels and confirmation steps.
- Designed **300+ screens** for the material handling product alone, across web and a mobile scanner app, with distinct interaction models under one brand.
- Built and led a team of **three designers**. Migrated the design system from Sketch to Figma and rebuilt the component library on SKF's brand identity. It was adopted by all **five product teams, 64 designers and developers**.
- Ran a UX training programme for **16 people across two cohorts**: business analysts, managers, developers and product owners. It shifted how the wider team understood design.

UI/UX Teacher — Hillel *November 2022 – April 2023*

- Authored course curriculum, delivered lectures, and led reviews and workshops.

UI/UX Teacher — GoIT *August 2021 – March 2022*

- Delivered lectures, led reviews and workshops, and contributed to course authorship.

UX/UI Product Lead Designer — Sosivio *June 2020 – 2021*

Focus: *Data visualisation, design system development, product strategy, visual design, branding, stakeholder interviews, prototyping*

- Sole designer on a Kubernetes observability platform that uses AI to predict infrastructure failures before they reach users. Took it from first sketch to shipped product.
- Delivered **270+ screens** across light and dark themes, designed together rather than converted, plus the brand, logo, UI kit and the component library developers built from.
- Mapped the product structure before designing any screens, so the team agreed on what existed and how it connected, then designed the core loop: detect, investigate, drill down, act.
- Resolved the AI prediction chart after several rounds of exploration, stacking predictions by severity and confidence instead of letting data points overlap. Set the three-threshold colour system for health that drives every score, gauge and chart in the product.

UX/UI Designer — Transparnet *March 2021 – September 2021*

- Designed a forum system interface to brand requirements, covering product, graphic and web design.

Graphic & Motion Designer — Opera Varna *October 2018 – March 2020*

- Produced advertising posters and video content for ballet and opera productions, including TV and LED-screen formats.

PROJECTS

AI-Assisted UX Audit Method — personal project

- Built a repeatable method for running UX audits with AI support, so the same review criteria can be applied consistently across different products.

EDUCATION

Sofia University “St. Kliment Ohridski” — B.Sc. Philosophy, European Studies

DAN.IT Education — UI/UX Design

Uptick — English, Business & Fluency