

Lizaveta Talanava

Product Designer / UX/UI Designer

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About Me

Product & UX/UI Designer with 3+ years of experience designing B2B and B2C digital products, including SaaS platforms, admin dashboards, streaming services, and web and mobile applications.
I specialize in simplifying complex workflows, creating scalable interfaces and design systems, and improving cross-platform user experiences. I use AI tools to streamline design workflows and prepare design systems for AI-assisted development.

Experience

Product Designer | Setplex

October 2025 – Present

B2B SaaS ecosystem for IPTV/OTT

- Designed and improved multiple B2B and B2C products within an IPTV/OTT ecosystem, including streaming applications and content management platforms
- Led UX/UI improvements for UVO, designing new features, refining user flows, and updating interfaces
- Redesigned the information architecture and key user flows of NORA, a media content management platform, optimizing complex administrative workflows
- Designed cross-platform interfaces for web, iOS, Android, tablets, and Smart TVs
- Restructured and maintained design systems across multiple products, preparing components and interfaces for AI-assisted development
- Collaborated with product and development teams to ensure consistent user experiences across platforms

UX/UI Designer | EventForMe

May 2024 – June 2025

Wedding planning service

- Designed the end-to-end UX/UI experience for a wedding planning platform, from information architecture and user flows to responsive web and mobile interfaces
- Structured key user journeys and product navigation to simplify the wedding planning experience
- Built and maintained a scalable design system to ensure consistency across product interfaces
- Collaborated with development, marketing, and sales teams throughout the product design process
- Contributed to the platform's visual identity and overall design direction

UX/UI Designer | FastoCloud

Apr 2023 - Sept 2024

Software Company

- Designed cross-platform UX/UI experiences for web, mobile, tablet, and Smart TV applications
- Conducted user and competitor research to inform product concepts and design decisions
- Created user flows, wireframes, and interactive prototypes to communicate and validate design solutions
- Built and maintained UI kits and reusable design components for consistent cross-platform experiences
- Collaborated with front-end and back-end developers throughout the implementation process

UI Designer | Freelance

Dec 2022 – May 2024

- Designed UX/UI for websites and mobile applications across client projects
- Created mobile-first interfaces with a focus on usability and visual hierarchy
- Developed presentations and pitch decks to communicate product concepts and design solutions

Skills

Product & UX Design

Product Design, UX/UI Design, User Flows, Information Architecture, Interaction Design, Wireframing, Interactive Prototyping, Responsive Design, Cross-platform Design

Design Systems

Component Libraries, UI Kits, Design Tokens, Figma Variables, Auto Layout, Developer Handoff

Research & Product Thinking

User Research, Usability Testing, User Journey Mapping, Competitive Analysis, Product Thinking

AI Skills

AI-assisted Design Workflows, AI-ready Design Systems, AI-assisted Prototyping, Claude, ChatGPT

Education

Master's Degree, Digital Product Management

Barcelona Technology School | 2024–2025

Bachelor's Degree, Innovation Management

Belarusian State University | 2018–2022

UX/UI Design Course

TeachMeSkills | 2021–2022

Languages

English — B2

Russian — Native