Kristina Perezva — Product Designer

About me

Product Designer with 5+ years of experience, most recently in MedTech — building an AI surgical video analytics platform, a medical data labeling app, and admin tools for operational teams. I translate domain complexity and technical constraints into clear UX and high-fidelity UI aligned with a design system.

Unfamiliarity doesn't stop me; it drives me. I can own design as a solo designer, but I work best as part of a cross-functional team — strong outcomes come from shared context and iteration.

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Skills

STACK

Figma, Cursor

DESIGN

Web and Mobile app, Information Architecture, Competitive analysis, User flows, Research, User interviews

SOFT

Collaborative, Self-directed, Critical thinker, Organized, Quick-learner, Analytical, Enthusiastic, Team player, Open-minded

LANGUAGES

Russian (native), English (working proficiency)

Education

WEB DESIGNER

February – June 2020

Uprock design school

INTERFACE DESIGNER

June – September 2018

Epic Skills & Contented

HVAC ENGINEER

September 2006 – June 2011

Siberian Federal University

Experience

PRODUCT DESIGNER

Medical Visual Systems (remote) · August 2023 – December 2025

Medical Visual Systems (MVS) develops operating room (OR) video management systems and telemedicine software.

I owned and shipped a 0→1 surgical AI video analytics platform, a medical data labeling app, and an admin console for labeling operations.

- Conducted discovery and deep domain research in medicine — especially surgical workflows (OR video management, laparoscopic cholecystectomy) and the ML pipeline from manual labeling to trained models;
- Turned research into product requirements and defined MVP scope with stakeholders, balancing clinical needs and technical constraints;
- Delivered dev-ready high-fidelity screens aligned with the design system, working closely with engineering through implementation and QA for production release;
- Ran user interviews and feedback sessions, translated insights into design decisions, and iterated on flows and UI to improve clarity and task efficiency.

PRODUCT DESIGNER

Frendo (Belgrade, Serbia) · August – November 2023

Frendo is a pet care app that lets owners quickly book tele-vet consultations, at-home visits, and in-clinic appointments—all in one place.

I designed the cross-platform at-home vet visits booking flow in the existing Frendo app: service selection, scheduling, address/details, confirmation, and status updates.

UI/UX DESIGNER, FREELANCE

Freelance · January 2020 – February 2022

Partnered with founders and early-stage teams delivering product and UI design for web and e-commerce experiences while strengthening my skills through continuous learning.

- Designed an e-commerce experience, covering core journeys and responsive landing pages.

PRODUCT DESIGNER

C.Nord (Saint-Peterburg, Russia) · June – December 2019

C.Nord — develops hardware and cloud-connected software for home & business security systems.

I delivered end-to-end product design for mobile and desktop products in a security monitoring ecosystem, focusing on reducing operator workload and modernizing legacy tooling while maintaining operational reliability.

- Designed the “Service Application” feature in the MyAlarm mobile app, enabling users to submit service requests and track status to reduce inbound calls to operators;
- Developed the concept and UX for a legacy Windows operator application (built in the 1990s), improving clarity and navigation without disrupting operator mental models or core workflows.

PRODUCT LEAD / FOUNDER

Pet Sitting in Serbia (Belgrade, Serbia) · June 2022 – Present

Founded and scaled a community that connects pet owners with trusted pet sitters. I led the end-to-end product design of the request-to-match experience.

- Designed the core “sitting request” flow: a short request form capturing essential details, followed by a comment-based response model for sitters;
- Iterated based on community feedback and moderation insights, improving usability and reducing manual effort through lightweight process automation.