DARIA ZORIA

Product Designer · UX/UI · Design Systems · Figma · AI-fluent

Newcastle upon Tyne, UK | Open to relocation
zoriadaria@gmail.com | +44 7464 955846
dariazoria.com

PROFILE

Product Designer with experience owning end-to-end product experiences, from low-fidelity sketches through to high-fidelity prototypes and developer handoff, for a complex, multi-module digital platform. I work closely with product owners and engineers to turn genuinely complex flows into something people can use without thinking too hard about it, and I test those decisions with users before they reach development.

Alongside product work, I've owned design system work end to end – foundations, components, tokens, and the documentation that keeps a shared system consistent as it scales – with WCAG 2.2 AA accessibility built in from the start. I run design critiques and stakeholder sessions regularly, and enjoy the parts of the job that involve getting a room (or a call) to think through a problem together.

EXPERIENCE

Product Designer
Independent | Newcastle upon Tyne, UK | Mar 2026 – present

- House-hunting organiser: a web service that helps people stay organised while looking for a home, from saved listings to the next viewing. In progress.
- Educational app: pro100%, a mobile-first app that is part of the larger Math4Grade project. I did the research, flows and interface, and built the front end. GitHub
- Websites: sites and landing pages, from structure to responsive UI, handed over as developer-ready files or built and launched.
- Brand identities: logo, colour and typography, carried through to the website.
- Set Code Syntax: my published Figma plugin that writes code syntax for Web, Android and iOS from a file's variables, with a review flow for boolean token naming. I built its landing page and keep the source on GitHub. Figma | Website | GitHub

Senior UI/UX Designer
Appsatile PM Ltd | Newcastle upon Tyne, UK | May 2024 – Mar 2026

- Owned end-to-end product design for Appsatile, a multi-module SaaS platform combining ERP, workflows, communication, files, and data tools in a single workspace, working within a small cross-functional team alongside the product owner, engineers, and stakeholders.
- Designed and delivered features from low-fidelity sketches through mid-fidelity wireframes to high-fidelity prototypes, matching fidelity to the stage the problem was at.
- Ran user research and usability testing through prototypes and focused interviews. Short interviews with managers, administrators, and finance staff surfaced two distinct needs around filter persistence, which became two separate features: personal filter sets saved across sessions, and shared named views holding filters, sorting, and column order.
- When low-fidelity testing showed users losing their place in a hierarchy running 10+ levels deep, restructured navigation into separate global and contextual sections with active-branch highlighting.
- Built and evolved a design system from scratch in Figma using foundations, semantic variables, design tokens, reusable components, and shared interaction patterns, supporting consistent scaling across density and display modes.
- Partnered closely with front-end engineers from early design discussions through handoff and implementation, aligning Figma structures with implementation logic, and reviewing components in Storybook against Figma specifications to catch inconsistencies before release.
- Designed accessible components to WCAG 2.2 AA standards, covering contrast, touch targets, keyboard interaction, focus states, and non-colour-based feedback, built into component definitions from the start.
- Led regular design critiques and stakeholder sessions, bringing engineers in early so constraints surfaced before work moved into development.
- Shaped and delivered the product's visual identity, including the logo, colour system, and core visual language.
- Documented component specifications, usage guidance, and design decisions to support consistent adoption across design and development.
- Mentored two junior designers, onboarding them into the design system and reviewing their work through regular structured feedback.

UI/UX & Graphic Designer
Independent | Newcastle upon Tyne, UK | Dec 2022 – Apr 2024

- Designed responsive websites and landing pages for clients, from site structure and UI design to adaptive layouts for mobile, tablet, and desktop.
- Led a skincare brand identity redesign across logo, typography, packaging, and website adaptation, supporting the launch of 10 product lines and contributing to site structure and custom components.
- Developed a full visual identity for a volunteer charity, and delivered logos, packaging, and brand assets for further clients, with applications across print and merchandise.

SKILLS

Product Design: End-to-end product design, user experience (UX) design, user-centred design, interaction design, information architecture, user flows, user journey mapping, complex workflow simplification, wireframing, low- to high-fidelity prototyping, user interface (UI) design, visual design, responsive and adaptive design.

Design Systems: Design system architecture, foundations, design tokens, semantic variables, reusable components, component variants, interaction states, documentation, developer handoff.

Research: User research, usability testing, user interviews, concept validation, stakeholder interviews, heuristic evaluation, competitive analysis.

Accessibility: WCAG 2.2 AA, keyboard interaction, focus states, colour contrast, touch targets, non-colour-based feedback.

Tools: Figma (component and variant management, auto layout, libraries), Framer, Illustrator, Photoshop, Storybook (component review), GitHub, HTML/CSS fundamentals, Cursor, Claude, Miro, Notion, AI-assisted design workflows.

Collaboration: Cross-functional collaboration with product managers and engineers, Agile delivery, developer collaboration, stakeholder presentations, workshop facilitation, design critiques, mentoring.

Languages: English (Professional), Ukrainian (Native).

EDUCATION & TRAINING

AI for Product Creation
Projector Institute | Online | Oct 2026 – present
Hands-on work on AI-native product development: writing specs AI agents can build from, breaking complex work into agent pipelines and connecting services through APIs and MCP, with product decisions driven by market analysis and fast experiments.

AI Design Systems
Memorisely | UK | May – Jun 2026
Design system architecture, component models, tokens, Figma variables, documentation, governance, AI-assisted workflows.

UX/UI Design
GoIT | Ukraine | Oct 2023 – Apr 2024

Graphic Design, UX/UI Design
Projector Institute | Ukraine | Sep 2022 – Oct 2023

Master’s Degree in Law
Donetsk State University of Internal Affairs | Ukraine | Specialist Degree, recognised as Master’s-level equivalent

VOLUNTEERING

Helix Arts
North Shields, UK | Jun 2023 – May 2024
Supported the archiving of 40 years of the charity's artistic work, contributing to the development of a digital archive and registry. Assisted with day-to-day office work and delivery of workshops and events.

Blossoming Communities
Northumberland, UK | Dec 2023 – Apr 2024
Facilitated community workshops, designing programme activities with accessibility in mind and adapting content for participants with varied needs and backgrounds.

North Tyneside Art Studio
North Shields, UK | Jun – Aug 2023
Supported delivery of creative workshops for adults with mental health challenges, working with studio staff to support participants' creative and personal development.