

Tatiana Kolesova

Senior Product Designer

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Senior Product Designer with nearly 6 years at Yandex, where I launched ~10 new products in Search that continue to grow and impact users. Passionate about clean, user-friendly design that brings real value. Strong team player, empathetic and collaborative, skilled at problem-solving and building alignment.

EXPERIENCE

Yandex Finance Search, Senior Product Designer

2022 – now

Designed and launched financial product blocks in Yandex Search (mortgages, consumer loans, credit and debit cards, deposits, mandatory car insurance) from the ground up. Contributed to the design system for financial products and Search, ensuring consistency across verticals. Worked on curated selections, smart recommendations, and comparison tools to improve product discovery.

Key wins

- Successfully graduated finance blocks from experiments to production, covering 2% of all search queries
- Increased mandatory car insurance sales by **87% in 6 months**
- Scaled the Finance vertical in Yandex Search to **1M MAU within 6 months**
- Designed a unified filtering system and reusable components for **9 different Search blocks**

Yandex Doctor Search, Product designer

2021 – 2022

Designed and developed “Doctor Search” from scratch, aggregating information about doctors across the internet and presenting it in a dedicated Search block.

Key wins

- Launched **Doctor Search**, covering 85% of practicing specialists in Russia, reaching **20 000 DAU**
- Enhanced block with related and similar specialists, increasing user engagement with the block by **+16%**
- Designed individual doctor profile cards, enabling users to search and discover doctors by **name and surname**. Introduced a filter by **insurance type**, improving relevance and usability

Yandex Search, Junior Product Designer

2020 – 2021

- Worked on Search Monetization, launching several successful experiments with ad formats in Yandex Search
- Collaborated on the B2B platform **Webmaster** for website owners
- Contributed design support to the telemedicine app **Yandex.Health**

Yandex Search, Intern designer

2019

Collaborated with multiple teams on services including Yandex.Sport (tournament tables), Webmaster, and Yandex Search. Demonstrated reliability and strong design skills during the internship, leading to a full-time offer.

Galaxy dating, Product Designer

2018–2019

Estel and Dymov, Graphic Designer

2016–2018

EDUCATION

Bachelor of Marketing — Siberian State Aerospace University

2015

Product Design — Siberian Design School

2018

SKILLS

Product Design, UX, UI, User Flows, Wireframing, Prototyping, Interaction Design, Visual Design, Design Systems, Information Architecture, Usability Testing, User Research, A/B Testing, Product Metrics, Data-driven Design, Problem Solving, Journey Mapping, Competitive Analysis, Rapid Prototyping, Accessibility, Responsive Design, Web Design, Figma, Sketching, Storyboarding, Ideation, Cross-functional Collaboration, Feature Prioritization, User Interviews, Concept Development, Design Critique, Conversion Optimization, Onboarding Flows, Retention Strategy, Service Design, Strategic Thinking, Creative Direction, Visual Storytelling, Empathy in Design.