

Diana Makaeva

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Product designer with 5 years of experience working on complex B2B and B2C SaaS solutions for technical and expert users: construction site monitoring using drones, GIS and geospatial tools, land parcel analytics for the real estate market. Often as the sole designer on the team, I handle the entire development cycle — from user research and information architecture to interaction design and drafting technical specifications for engineers, developing design system components, creating prototypes, and evaluating results based on metrics after the product launch.

Core skills: End-to-end product design | UX/UI design | Information architecture | User flows and journey mapping | Prototyping | Design systems and documentation | User research | Stakeholder interviews | JTBD | Usability testing | Product analytics | Data-heavy interfaces | Data visualization | Onboarding and activation flows | Responsive desktop and mobile web | Specs and handoff for engineers | Prototyping with Claude Code | Junior designers coaching

Professional Experience

2021 – Present • TraceAir

Product Designer • Valencia / Remote

traceair.net • Startup • Drone-based construction site monitoring

- Redesigned the app that drone pilots use in their daily work: assigning tasks, uploading data on completed missions, and maintaining documentation. Added a mobile version for use in the field. Back-and-forth between pilots and managers decreased by 58%, and the number of repeat flights caused by errors fell by 12%.
- Designed the end-to-end invoice and payment flow for pilots: invoice issuing, pilot-side invoice upload, internal verification, payment, and the income tracking pilots use to follow what they are owed.
- Redesigned technical client onboarding so new clients could activate a complex product themselves instead of being walked through it: 25% more clients complete onboarding independently, time from contract signing to project launch down 33%.
- Redesigned the internal request tooling used by GIS specialists, moving validation into the flow so errors are caught where they are made: request-creation time down 45%, error-driven rework down 15%.
- Own end-to-end design across a portfolio of 7+ applications, including 5+ back-office tools, and client-facing apps for field pilots and project managers.
- Maintain and evolve the design system and its documentation across the growing portfolio, working daily with engineers and PMs on technical constraints and delivery sequencing.
- Run user research before each release, from stakeholder interviews and JTBD mapping through usability testing, then use Mixpanel and Sentry to validate the change after launch and decide the next iteration.
- Coach junior designers through regular design reviews and feedback.

2022 – 2024 • One City

UX/UI Designer • Remote

onecity.dev • Startup • Land intelligence and spatial analytics for real-estate investors, developers, and urban planners.

- Ran the full design cycle alone, from an empty file to a shipped MVP, building the information architecture, core flows, and responsive desktop and mobile web layouts.
- Did trial-to-subscription conversion 8% by building onboarding around the moment of decision: showing what the product could do on real data instead of explaining it, and cutting the steps before a user reached their first useful result, with every iteration checked against behavioural analytics.

2020 – Present

Web & Illustration Designer, Freelance • Remote

- Designed and delivered websites and brand-identity systems for clients across industries.
- Illustrations for “Design Management Patterns” by Yuri Vetrov (Alpina Publisher, 2024), a 500-page reference book for design managers.

Education

Bachelor's in Architecture, Kazan State University of Architecture and Engineering

Courses: UX/UI design (WannaBeLike); Interactive Design (Contented School)

Tools

- Design: Figma, Framer, Adobe Photoshop, Illustrator, InDesign, Cinema 4D.
- Analytics: Mixpanel, Sentry.
- Build & prototyping: Claude Code, Cursor, GitHub.

Languages

Russian (native), English (C1 – professional), Spanish (A1, improving).