

Kristina Mikulishky

Senior Product Designer

Experience

Senior Product Designer • Base44 (acquired by Wix)

nov 2025 – sep 2026, on-site

Joined as the second designer after the acquisition, working across an AI-powered platform for creating, managing, and growing apps.

- Owned end-to-end design across app organization, AI skills and MCP connections, in-app domain management, and the asset library, simplifying technical workflows for non-technical users.
- Designed workspace billing and credits, including usage visibility, additional credit purchases, and rollover, addressing monetization and retention needs.
- Designed SEO, Google Ads, and AI-generated social content tools to help builders promote apps; created profiles, levels, achievements, and rewards to encourage community participation.
- Led the creation, rollout, and team-wide adoption of a new design system, alongside interface redesigns across the platform.
- Created reusable skills for AI coding agents covering UX patterns, brand voice, and component usage, guiding teams shipping features without a dedicated designer.
- Partnered with PMs and a predominantly backend engineering team, contributing directly to frontend implementation using Cursor, Claude Code, and GitHub.

Senior Product Designer • Wix

apr 2022 – nov 2025, on-site

- Led product design for Wix Services, helping service providers capture and nurture leads, track their progress, and turn inquiries into clients and projects through CRM-style workflows.
- Designed key experiences for Wix Bookings, serving 600K+ businesses, including multi-service appointments, owner-side bookings, and waitlists.
- Led user research, journey mapping, and delivery, with product ownership responsibilities including KPI definition and roadmap planning.
- Introduced structured Figma workflows and localization-ready handoff processes to improve cross-functional collaboration.

Design Team Lead • Pinkman Studio

aug 2020 – apr 2022, hybrid

- Promoted to lead a team of 4 designers across client projects in finance, insurance, and tech.
- Led end-to-end design for major clients including VTB, Yandex, and Absolut Insurance, from concept to launch.
- Redesigned VTB's corporate site for 2.5M+ users and built a design system from scratch.
- Managed direct client communication, estimates, feedback cycles, and delivery quality.
- Ran an internal UX mentorship program and contributed to team growth.

UX Designer • mihi.market

feb 2020 – aug 2020, on-site

- Designed e-commerce and digital experiences for global brands including IKEA, Hyundai, and Mitsubishi.
- Created responsive interfaces and scalable UI kits tailored to different brand and business needs.
- Partnered closely with developers to support implementation and maintain design quality across projects.
- Contributed to fast-paced agency delivery by combining strong visual design with clear, user-centered thinking.

Freelance Product Designer & Product Owner

2018 – 2025, remote

- Led product design and strategy for freelance projects across HR tech, recruiting, and automotive services.
- Designed VK Career Hub from the ground up, defining UX flows and product vision.
- Created a modular HR management system for hiring, onboarding, and organizational planning.
- Designed a 3D auto customization tool connecting users with car services and dealership bookings.

Summary

Senior Product Designer with 7+ years of experience across complex B2B SaaS and AI-powered products. I turn complex workflows into clear, intuitive experiences, taking ownership from problem definition through design and implementation. I share knowledge through workshops and mentoring, and continuously explore new ways to design and build.

Contact info

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Location: Tel Aviv | open to hybrid or remote

Education

PR & Visual Communications

2020 – 2024

B.A. • Moscow International University

Product Design

2021

Course • P1

Visual Communications and 3D

2020

Course • wannabe

UI/UX Design

2018

Year-long program • Skillbox

Tools

Figma, Framer, Cursor, Claude Code, GitHub, v0, Lovable, Bolt, Adobe Creative Suite, FullStory, Hotjar, Tableau, Mixpanel, Cinema 4D

Skills

Product Design, UX Strategy, Design Systems, Prototyping, User Research, Usability Testing, A/B Testing, Interaction Design, User Flows, Roadmapping, KPI Definition, Cross-functional Collaboration, Design Handoff, SaaS, B2B, Scheduling Platforms