

Daryna Maliarevska

Product UX Designer

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Experience

May 2026 - Present

Product UX Designer, Molten Cloud

B2B SaaS platform for the film and TV distribution industry — rights management, royalty calculation, and content delivery for distributors, producers, and streamers.

- Led design of the royalty waterfall configuration system, the platform's core enterprise differentiator, converting a setup process that required engineers into a self-serve flow.
- Designed a simulation layer that catches financial misconfigurations (double payments, circular payment chains) before money moves, turning silent accounting errors into blocking checks.
- Defined the model for the platform's AI features: visible provenance states, clear separation of fact from inference, and error handling users can act on.
- Partnered with the Chief Product Owner and engineers on scope and data-model decisions; set the copy and error-state standards now used across high-risk financial and delivery flows.

Dec 2024 - Jan 2026

Product UX Designer, SuperSend

Seed-stage B2B SaaS automating outbound email for founders and sales teams.

- Led product design across activation, billing, and core outreach workflows, partnering directly with the CEO, CTO, and Head of GTM; grounded the roadmap in analysis of 100+ session recordings and support tickets.
- Redesigned onboarding from a six-step setup into a guided one-to-two-step flow, improving new-user activation by 20%.
- Designed warm-up transparency (growth charts, mailbox health indicators) that made the 14-day warm-up period visible to users, cutting deliverability-related support tickets by 50%.
- Turned the biggest setup dead-end into a native domain/mailbox purchasing flow — removing the top activation blocker and opening a new revenue stream.
- Designed a multi-channel sequence builder with conditional if/then branching, expanding the product from linear email into email + LinkedIn workflows.

Aug 2022 - Dec 2024

Lead UX Designer, EXO Freight

Seed-stage digital freight marketplace and transportation management system (TMS) connecting shippers and carriers.

- Led the UX redesign of EXO Freight's internal TMS, prioritizing speed and accuracy for power users managing high-volume shipment data.
- Rebuilt the Shipment Details interface with inline editing and clear information hierarchy, cutting manual steps in the highest-frequency dispatch workflow.
- Shadowed dispatchers and interviewed operations, carrier, and leadership teams; used the findings to replace session-reset filters with persistent, role-based saved views — eliminating daily rebuild work that had caused missed and delayed shipments.

Skills

Product discovery
UX research
User testing
Data analysis
AI product design
0→1 feature design

Design systems
Interaction design
AI-assisted design workflows
Handoff & Documentation
Stakeholder alignment
Data-heavy B2B SaaS

Education

Jan 2026 - present	Santa Monica College Graphic design
Nov 2020	General Assembly UX Design Immersive Bootcamp
Sep 2013 - May 2015	Kyiv National Linguistic University Linguistics