



Valeria Nyman

Product Design Partner

hello@valerianyman.com

www.valerianyman.com

+351 933942671

Lisbon, Portugal

Product Designer with 12+ years inside complex products: researcher, designer, CPO. From **P&G** and **Colgate** to early-stage startups, I work where the product already exists but doesn't make sense yet. I restructure information architecture, build design systems, and make the product feel obvious. The teams I work with stop needing me for every screen.

FEATURED PROJECTS

Colgate-Palmolive via Toptal

UX Research Lead (Global CD Data & Analytics, CEO-4) | December 2025 - Present

Leading UX research for an AI-powered assortment analytics tool used by category managers across global retail accounts. End-to-end: discovery interviews, personas, requirements, and usability testing.

AI Mediator iOS App (MVP awaiting launch) via Toptal

Design Lead (Founder, CEO-1) | June - September 2025

Delivered a full product design for an AI-powered mediation platform — from discovery to developer-ready handoff, covering multiple user roles and legally sensitive workflows. The MVP is complete and ready for launch: all core flows designed, design system handed off to development.

B2B SaaS Subscription Platform via Toptal

Product Designer (Co-founder, CEO-1) | May - December 2023

Restructured product information architecture from system-centric to merchant-centric navigation, eliminating the need for designer involvement in every new screen build. Built a scalable design system that enabled developers to work independently across a 50+ feature platform; removing the design bottleneck entirely.

Yara International, Enterprise, 60+ countries via Toptal

Product Designer (Design Lead, CEO-4) | October 2020 - January 2021

Delivered a validated CO₂ footprint calculator module within a 2-month engagement using design sprint methodology. Design decisions were adopted by the permanent team and integrated into the product roadmap.

Procter & Gamble Innovation Lab via Upwork

UX Research Consultant (Human-centered Innovations Lead, CEO-3) | February - September 2020

Prevented a premature product launch: end-to-end JTBD research revealed the initial concept would not find adoption before a single line of code was written. Delivered pivot recommendations that redirected the innovation team's investment toward a viable direction.

ADDITIONAL EXPERIENCE

Independent Contractor via Toptal Jan 2018 - Present

Toptal accepts the top 3% of applicants. As a successful long-term contractor, I have worked with enterprise clients across B2B SaaS, healthcare, climate-tech, and FMCG. Selected engagements beyond featured projects: Holmusk (healthcare analytics dashboard), Brookfield Properties (CMS migration, enterprise), Alan's Factory Outlet (eCommerce UX and research ops), Carbonify (B2B climate-tech, AI-assisted illustration direction), Joovv, Elite Prep, Scone, Pump Fit, Entail Technologies.

Independent Contractor via Upwork Nov 2017 - Present

Top Rated contractor, qualified for enterprise-tier client engagements. High job success rate across B2B and innovation lab projects, including P&G featured above.

Monotype / MyFonts Berlin (on-site)

Product Designer (VP of Product, CEO-2) | Jun 2017 – Nov 2017

Designed a community engagement concept for MyFonts (1M+ active users). Concept adopted for roadmap consideration by the product team.

McFIT Global Group / John Reed Fitness Berlin (on-site)

UX Designer (Head of Digital, CEO-2) | September 2014 – May 2017

In-house UX for Europe's largest fitness chain: IA, wireframes, prototypes, A/B and usability testing across web, app, and eCommerce.

Fraunhofer MEVIS, Institute for Digital Medicine Bremen

UX Researcher (Head of HCI & UX, CEO-3) | Oct 2012 – Apr 2014

UX research for a digital oncology patient care solution. Secured clinical access, conducted field research and interviews with medical staff and patients. Research published at CHI 2013.

MENTORSHIP

Designlab

Design Mentor | February 2021 - Present

Mentoring aspiring UX designers through portfolio critiques, design challenges, and career guidance.

EDUCATION

University of Bremen, Master of Science in Digital Media

October 2010 – April 2014

St. Petersburg Polytechnic University, Dipl. Applied Computer Science in Media Design

September 2005 – June 2010

INDUSTRY KNOWLEDGE

Product Design
User Experience Design
Interaction Design
Design Engineering
Rapid Prototyping
Design Systems
User Research
Usability Testing

TOOLS & TECHNOLOGIES

Figma, HTML5, CSS/SCSS, JavaScript ES6, React, Recraft.ai, Lovable, Replit, Calude, Claude Code

LANGUAGES

English (professional)
German (professional)
Russian (native)
Swedish (Elementary)
Portuguese (Elementary)

CONTINUING EDUCATION

ML/AI Product Management
– GoPractice (2023)

Front-end Development
(React, JS, HTML/CSS) –
Yandex Practicum (2022)

ADDITIONAL LINKS

valerianyman.com

[linkedin.com](https://www.linkedin.com/in/valerianyman/)

[dribbble.com](https://dribbble.com/valerianyman)

contra.com