

LinkedIn profile

Profile

User-centered UX/UI Designer with expertise in bridging user goals and business needs through innovative design solutions. Skilled in wireframing, prototyping, and usability testing, with a diverse portfolio spanning startups to complex financial tools. Currently leading design efforts at a marketing agency, mentoring interns, and ensuring cohesive, user-focused project execution.

Experience

Business Development Specialist - Hestiva

February 2025 - Present

- Managed and optimized Hestiva accounts, aligning product offerings with user needs through strategic outreach and market analysis.
- Collaborated with design and developer teams to refine platform interfaces, ensuring seamless
 user experiences and driving platform growth.

Senior UX/UI Designer - LeadMind Agency

February 2024 - January 2025

- Expanded team from 4 to 11 members, resulting in a 4x increase in productivity.
- Spearheaded 8 major projects in 2024, including a new application, real estate investment platform, and multiple website rebrandings.
- Facilitated collaborative design workshops with stakeholders and developers, ensuring cohesive
 user experiences and accessibility compliance.
- Emphasized accessibility in all design handoffs, ensuring inclusive user experiences.
- Optimized design-to-development handoff, reducing time by 40% through clear documentation and iterative processes.

UX/UI Designer - LeadMind Agency

July 2022 - January 2024

- Conducted user research, competitive analysis, and usability testing to refine digital products.
- Streamlined design processes using Figma, Notion, and Canva for wireframing, asset creation, and prototyping.
- Translated research insights into detailed user personas to guide ideation and craft tailored design solutions that meet user needs and expectations.
- Provided constructive feedback to developers, improving design implementation accuracy to 89%.
- Guided an international development team of 6 members, streamlining cross-functional collaboration and reducing project timelines by 10%.

UX/UI Designer (Freelancer) - Tanaruz

October 2021 - June 2022

- Designed an intuitive mobile configurator interface for a 3D-printed riverboat app, reducing user error rates by 40%.
- Developed high-fidelity wireframes and prototypes using Figma, enhancing user interactions and aesthetic appeal.
- Delivered final designs 2 weeks ahead of schedule, enabling extended testing and refinement phases.

Education

Bachelor of Communication and Media Design (CMD)

September 2018 - July 2021

The Hague University of Applied Sciences.

Languages

Russian (Native)

English (Fluent)

Dutch (Fluent)

German (Beginner)

Skills

User Experience Research

Market Analysis

User Interface Design

Branding

Product Design

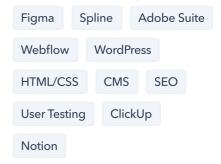
Wireframing

Prototyping

Interaction and Motion

Frontend Coding

Tools/Technologies



Certifications

Microsoft Suite

Design Thinking

Data Visualization & Storytelling

Hobbies

AI & Tech Conferences

Multilingual Learning

Traveling