

# Anastasiia Markina

## Product designer

[Behance portfolio](#)

[LinkedIn](#)

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## Experience

### Excelsior GmbH | Product designer

Frankfurt am Main (remote) | March 2023 - now

Led the design and implementation of new features for a self-order system, improving the usability and accessibility of the platform. Conducted user research to understand user needs and pain points. Collaborated with a cross-functional team to redesign the user interface.

### Tenera | Product designer

Berlin | January 2023 - February 2023

Worked on the user interface for a construction platform.  
Conducted competitor analysis and built a user flow for the contractor side.

### Upwork | UX/UI designer – Freelance

May 2022 - December 2022

Led various design projects, including visual and identity work, planning, concept, and research design. Worked on the user interface for apps and websites. Performed competitor analysis, A/B testing, persona creation, and UX strategy.

### Read Booster | UX/UI designer – Contractor

March 2022 - May 2022

Provided a redesigned UI concept for a mobile app based on React, which helps to track reading statistics. Improved user flow and conducted user testing. Worked directly with developers.

## Education

### Boot camp UX/UI Design – Yandex.Practicum

March 2021 - March 2022

UI: typography, composition, coloristic, adaptive design  
UX: CustDev, JTBD, user flow, usability testing, iOS Android guidelines  
Product design: UI kit, components, animation, soft skills

### UralGUFK, Faculty of Tourism and Service

September 2013 - July 2018 | Graduation with honor

## Skills

### Design

UX/UI design  
Wireframing & prototyping  
Interaction design  
Storytelling  
User flows  
Interaction Design  
Visual Design,  
Low-High Fidelity Mockups

### Research

User Interviews  
User Testing  
Journey Mapping  
A/B Testing  
Competitor Analysis  
Design Strategy

### Software

Figma  
Framer  
Adobe Photoshop  
Adobe Lightroom  
Basic HTML/CSS  
Notion  
Jira

### Languages

English – C1  
German – B2  
Russian – native