Anastasiia Markina | Product Designer | Berlin, Germany

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Experience

Product Designer   **March 2023 – Present**

Excelsior GmbH (Software Development Company), Germany

- **Led the end-to-end design and execution** of a self-order system, increasing order completion rates by 25% and reducing user drop-off by **15%** during the ordering process.
- **Conducted in-depth user research** with over **30 users** to identify key pain points, resulting in a 30% improvement in platform usability for event-related services.
- **Collaborated with cross-functional international teams** (engineering, product, and marketing) to ensure alignment with business goals, successfully implementing key features on time within a 3-month deadline.

Product Designer   **December 2022 – February 2023**

Digital Rocks GmbH | Berlin

- **Redesigned the user interface** for a construction platform, improving usability and delivering a more intuitive navigation experience for users.
- **Conducted a comprehensive competitor analysis**, identifying key design trends and opportunities, and **implemented streamlined user flows**, which significantly enhanced user engagement and reduced friction during key tasks.

User Interface Bootcamp student   **April 2021 – April 2022**

- **Collaborated on a project for Raiffeisen Bank**, designing features to help new users navigate investment opportunities. Conducted user research, wireframed, and prototyped solutions, leading to a more intuitive and accessible onboarding experience for first-time investors.
- **Participated in an international hackathon**, working alongside developers to create a real-time dashboard displaying key COVID-19 statistics for local users. Focused on designing intuitive data visualizations and optimizing user flows for seamless access to critical information.
- **Gained proficiency** in wireframing, prototyping, user testing, and A/B testing, using tools like Figma, Framer, and Adobe Creative Suite to deliver high-quality project outcomes.

Skills and Tools

Languages: English (C1), German (B2), Russian (Native)

Skills Design Thinking, UI Design, UX Design, Wireframing & prototyping, User flows, AI-enhanced UX, Accessibility, User Interviews, User Testing, Journey Mapping, A/B Testing, Competitor Analysis, Design Strategy, Design Review

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

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Education

- Bootcamp (UX/UI Design) | Yandex Practicum | March 2021 – March 2022
- Ural State University of Physical Culture | Faculty of Economics, Law, and Humanities | Graduation with Honor