Anastasiia Markina

Product designer

stura.mark@gmail.com | pdportfolio.framer.website

Experience

Excelsior GmbH | Product designer

Software Development Company

Frankfurt am Main (remote) | March 2023 - March 2025

Worked in a cross-functional team (developers, managers, stakeholders).

Led the UX/UI design of a mobile app for in-restaurant ordering — including features like quick order, call-a-waiter, and reordering.

Maintained and evolved the design system in Figma, ensuring consistency across the mobile app, website, admin dashboard, and printed materials.

Conducted usability research and testing to validate ideas and improve flows.

Also contributed to website design and tested admin panel functionality to improve internal workflows

Digital Rocks GmbH | Product designer

Software Development Company

Berlin **|** January 2023 – February 2023

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.

UX/UI designer – Freelance

May 2022 – December 2022

Raiffeisenbank – Investment App Redesign (Case Study)

Lead Designer in a team of product designers. Conducted UX analysis of the existing investment product. Led user interviews to uncover pain points and generate product hypotheses. Contributed to defining the new UX structure and visual direction based on research insights

Readbooster – Reading Tracker App

Audited the app's visual and interaction design. Conducted competitor research and identified UX best practices in the reading app domain. Improved the app's core user flows for better clarity and usability. Provided updated visual design aligned with mobile usability standards.

Education

Bootcamp (Interface Design) | Yandex Practicum | March 2021 – March 2022

Ural State University of Physical Culture | Marketing and management

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
AI

Languages

English – C1
German – B2
Russian – native