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Work experience

Efficcy

2024–2025

Product designer at Maxo

Efficcy Maxo is a European CRM platform helping businesses manage sales, marketing, and customer data.

- Established Efficcy's first cross-platform design system with design tokens, cutting design–development handoff time by 35 % and enabling faster, consistent delivery across products.
- Conducted competitive and contextual research across European CRM markets, defining a product direction that shaped the roadmap for future releases.
- Led user testing and research for the integration team – prioritising insights that influenced over half of the next development cycle.
- Designed AI-powered workflows for Smart Import and Rule Engine, reducing manual setup by 45 % and improving data accuracy by 30 %.
- Presented insights and design outcomes to leadership, aligning teams on usability, adoption and automation goals across the CRM suite.

Escape.tech

2019–2023

Product designer at VMTP

VMTP is Russia's largest port in the Far East, part of FESCO Group, handling cargo through digital logistics systems.

- Led the UX design for VMTP's digital transformation project, improving operational efficiency for 3 000+ port employees.
- Built a cross-platform design system for mobile and web, enabling faster module delivery and unified UI standards across teams.
- Reduced time for key operations by 25 % through redesigned workflows and improved process transparency.
- Increased visit completion by 30 % with clearer logic, simpler confirmations and better user feedback loops.
- Drove satisfaction levels to CSAT > 4.5 / 5, validating improvements through on-site testing and NPS data.

Sobaka Pavlova

2019

UX Designer / Researcher at TIS

TIS is a digital healthcare platform for remote patient monitoring and doctor–patient communication.

- Collaborated with clinicians to map real-world workflows and identify bottlenecks in daily medical routines.
- Designed end-to-end user journeys and architecture for a mobile app for patients and a web platform for doctors.
- Created a scalable design system that unified interfaces and simplified development.
- Helped deliver a product that reduced doctor–patient coordination time and improved visibility of patient data.

Awards and recognition

Tagline Awards

2022

Design of the VMTP digital platform

- Bronze – Best B2B Project

Golden Site Awards

2022

Design of the VMTP logistics platform

- Gold – Transport, Logistics and Delivery Website

WDA Awards

2022

Design of the VMTP logistics platform

- Bronze – IT Technologies and Online Services

Education

Irkutsk National Research Technical University

2022

- Bachelor's Degree in Architecture