



## Who am I —

Results-driven **product growth designer** and UX consultant with 11+ years of experience crafting digital solutions that align with business objectives and drive measurable outcomes

## Education —

**Northern (Arctic) Federal University /**  
Bachelor of Intercultural Communication, 2017  
**Human-Computer Interaction course (Stanford)**

## Experience —

**Senior product designer /** Social Discovery Group  
September '21 — January '25

Lead internal startup's design team delivering 2.3x CR2 growth, 3x MAU growth and 6x monthly paying clients growth

Worked as a senior designer in the company's core business and Flowers&Gifts service team achieving +20% client spendings and curating a design system

**UX designer /** Funbox

March '17 — April '21

Worked on mobile products and corporate websites for major national mobile carriers

Designed and owned UX for a mobile product that got a number of national press publications

**UX designer & Project manager /** F5 Solutions

January '16 — February '17

Was responsible for management and design delivery for a number of products and an educational startup for the local market

**UX designer & analyst /** UXpresso

June '13 — March '15

Designed, researched and conducted usability analysis which allowed me to grow from junior/intern to a middle-level design role

## Skills —

Figma  
Design systems  
Design management  
Data-driven design  
Business analysis  
User journeys

User research  
Wireframing  
Rapid Prototyping  
Design Thinking  
JBTD  
Storyboarding