



# Viktoriia Leontieva

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## Microsoft To-Do

06.2018 - present

### **Product designer**

I'm not looking for a job just yet, check back later... 🤘

## Zalando

01.2018 - 06.2018

### **Senior product designer**

Undertaking challenges of global fashion and translating them into mobile native experiences.

### **Goal**

As a part of Zalando's mobile team, my focus was to bridge together two massive experiences – web and mobile. Half of my time I spent working with feature teams on product challenges, the other 90%—designing a universal Design Language to be implemented across all Zalando experiences and platforms.

## 8fit

03.2016 - 04.2017

### **Design lead**

At 8fit I provided an end-to-end design, from early product ideation to production and further iteration.

I worked with the product, media, customer support and data teams, and was a part of a full development cycle. My day-to-day tasks included usability reviews, user research, competitive analysis, data and CS feedback analysis, team discussions, challenge definition, UX design, prototyping, usability testing, and iteration based on findings.

### **Goal**

Creating an engaging and easy to use interface that helps people reach their fitness goal incrementally.

### **Specific challenges**

Setting up a design process, building a design system, user personas, brand development.

## Wimdu

05.2014 - 03.2016

### **Design lead, product designer**

As a product designer at Wimdu, I worked on UX backed up by user research and usability testing. As a part of Wimdu's product team, I took care of both product and user needs with a clear goal in mind — to deliver consistent, functional and user-friendly experience across all platforms.

### **Goal**

Creating from scratch an iOS app for booking short-term accommodation from scratch.

### **Specific challenges**

Improving workflow, consistency in design and communication, setting up usability testing framework, accommodating for the web platform dependencies.

08.2007 - 09.2012

My experience dates back to 2007, when prior to product design I worked in video production,

animation and front-end. Feel free to check my full career path on [LinkedIn](#) 😊