

Kseniia Agafonova | UX/UI Designer

Product and UX designer with 5 years of experience designing mobile apps, internal tools, and digital products for startups and clients. Focused on creating clear, user-centered experiences through collaboration, research, and iterative design.

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Experience

GreenTomatoMedia | UX/UI Designer

NOV 2023 – PRESENT

Designed and implemented a new onboarding experience across four applications, increasing user retention by an average of 13%;

Contributed to launching more than ten products from concept to release, including two applications that reached over 100,000 downloads within four months;

Built scalable design systems to improve visual consistency and collaboration between designers and developers;

Integrated AI-powered workflows into the design process, reducing app production time from three months to one

EdLock | Product Designer

2022 – 2023

Designed a language learning app, collaborating with a developer and animator to create an accessible learning experience;

Developed user experience flows for the app's learning system, which performed well enough in testing to expand from the Russian market into Kazakhstan;

Created launch and marketing assets, including App Store materials and in-app illustrations

Impressa Solutions | Digital Designer

2019 – 2022

Redesigned client-facing B2B websites, improving usability and visual brand consistency to support client trust and engagement;

Designed and optimized internal tools for B2B clients, focusing on usability and efficient access to information;
Contributed to branding and digital assets

Education

Master of Fine Arts - Graphics

Saint-Petersburg's University of
Industrial Technologies and Design
2017 – 2023

UX/UI & Product Designer Certificate

Yandex School of Data Analysis
2021 – 2022

Skills & Languages

Design Tools

Figma · Adobe Creative Suite ·
Framer

Skills

User Research · Usability Testing ·
Journey Mapping · Personas ·
Affinity Diagrams · Information
Architecture

Languages

English (Fluent)
Thai (Intermediate)
Russian (Native)