

Elena Shiriaeva, Senior UX/UI Designer

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PROFESSIONAL SUMMARY

Experienced Senior Product and UX/UI Designer with over 8 years in simplifying complex B2B digital products, platforms, and mobile apps, in fintech, insurance, and travel. Skilled in user research, information architecture, and interactive prototyping. Dedicated to promoting a culture of integrity and collaboration, enhancing team performance and project success.

PROFESSIONAL EXPERIENCE

Senior Product and UX/UI Designer, Consultant

May 2023–Present, Tbilisi, Georgia

- Led UX Design for Moscow Planetarium site: Enhanced ticket purchase speed by 3x and increased guests' interest in various programmes by 5x through user research, interactive prototyping and testing;
- Providing expert consulting services to a diverse clientele, including startups and small businesses in e-commerce;
- Currently working on a personal charity pet project at gender equality education.

SberKorus | Lead Product and UX/UI Designer

Oct 2019–May 2023, Saint Petersburg, Russia

- Elevated company's design maturity from ground zero to a significant level 4, integrating designers seamlessly into product development and successfully launching diverse products.
- Implemented vital business and design metrics like DAU, MAU, and scenario speed, significantly reducing errors and user inquiries, thereby enhancing company profitability.
- Led and mentored a 10-member design team, maintaining an 80% team satisfaction rate, while consistently delivering user-friendly designs that garnered high praise from both users and developers, and aligned with management's strategic objectives.
- Implemented an efficient, industry-aligned design process including user research, testing, design system integration, design thinking principles, client presentations, and product quality control.
- Authored informative articles and contributed to a knowledge repository, sharing valuable insights within the design community.

SberKorus | Senior Product and UX/UI Designer

Dec 2018–Oct 2019, Saint Petersburg, Russia

- Redesigned and optimized electronic document exchange services, ensuring an intuitive and user-friendly interface, while also implementing reliability checks for counterparties. Constructed a tailored credit agreement builder for corporations.
- Created and led the development of innovative services tailored for business travel management, including a health insurance platform. Established an ecosystem of services to support exporting companies in streamlining their processes.
- Took charge of redesigning and improving the user experience of SberKorus' website, HR portal, and HR materials. Successfully onboarded new designers and other team members, ensuring a cohesive and visually appealing design language.
- Oversaw the complete overhaul of the product quality tracking service, focusing on enhancing user-centric design principles.
- Directed the creation and implementation of the SberKorus design system website, ensuring consistency and efficiency in design processes throughout the organization.

Dreamkas | Middle UX/UI Designer

Aug 2017–Dec 2018, Saint Petersburg, Russia

- Collaborated on the development of a website, client's business management platform, and affiliate account, addressing real business and user challenges.
- Conducted market, competitor, and user research to identify key pain points and opportunities.
- Generated essential design artifacts, including personas, user scenarios, user story mapping (USM), and customer journey maps (CJM).
- Facilitated productive brainstorming sessions with fellow designers and product owners to align on design strategies and solutions.
- Crafted both low-fidelity and high-fidelity prototypes, for iterative design and user testing.
- Performed quantitative and qualitative usability testing, including user interviews and surveys, to refine designs and enhance user experiences.
- Prepared detailed mockups for development and collaborated with layout designers to ensure accurate implementation.
- Developed and maintained product UI-kits, ensuring design consistency and efficiency.
- Followed an Agile development process to adapt and deliver design solutions effectively.

SHO.digital | Junior UX Designer

May 2016–July 2017, Saint Petersburg, Russia

- Collaborated with agency clients to understand their goals and requirements, effectively translating their needs into actionable project objectives.
- Managed project budgets and timelines, ensuring efficient project delivery and client satisfaction.
- Applied user-centric design principles by formulating hypotheses and conducting qualitative user research to validate and refine design concepts.
- Developed websites' informational architecture, including content creation, text composition, and English translation, to enhance user experiences and engagement.
- Produced interactive prototypes and conducted user testing to validate design decisions, facilitating seamless handover to the UI design team for final implementation.

EDUCATION

bangbangeducation | Design Management Patterns, 2021

Artyom Gorbunov's Bureau School | Design, 2019–2020

High British School of Design | UX/UI Design. Product approach, 2018

Epic Skills School of Information Technology | Web Design, 2016

Ulyanovsk State Technical University | Faculty of Economics and Maths, 2009–2014

AREAS OF EXPERTISE

- User Research
- Information Architecture
- Wireframing
- Prototyping
- UI Design
- Design Management
- Interaction Design
- Responsive Design
- Mobile Design for iOS and Android
- Design Systems
- Typography
- Accessibility
- Icon design
- Usability Testing
- User Flow Design
- A/B Testing
- Project Management
- Design sprints

TECHNICAL SKILLS

Figma | Framer | Adobe Photoshop | Adobe Illustrator | Sketch | Invision | Google Analytics | Jira | Confluence | Notion | Airtable