

Anna Doronina

UX/UI designer | Product designer

I believe that design is not just about creating beautiful things, but a tool that allows you to see the world in a new way. I love finding solutions that make people's lives easier and more enjoyable, as well as creating products that bring benefits and evoke emotions. Design for me is a way to make the world a better place.

Passionate about sports — swam 10 km on Lake Turgoyak, ran a half marathon, like tennis and hiking, and creation — have couple of my own songs on streaming platforms.

 t.me/Annadoris

 [annadoronina1](https://www.linkedin.com/in/annadoronina1)

 +7 999 971 82 80

 anna.doronina@ro.ru

 annadoronina.framer.website

Experience

Digitalica design studio • Product designer • April 2024 - now

Designed web- and mobile apps B2C and B2B for Russian and Italian markets

- Surveyed **more than 100 people**, conducted 9 in-depth interviews and 7 testing sessions
- Analyzed competitors and references, developed the visual concept, participated in the **development of feature lists**
- Designed **user journeys**, wireframes, created clickable prototypes
- Established UI-kits, adapted and expanded the **design systems** with new elements
- Crafted logos, icons, vector illustrations, **generated graphics**, developed animations
- Handed off layouts for development, conducted **design reviews**

Self-employed • UX/UI designer • October 2022 - April 2024

Created end-to-end design in product teams, organized design-team work, pitched ideas and results to clients on projects:

1. Web app for **cleaning residential premises**. User and administrator interfaces, personal account
2. Web app for **forecasting product demand for a large retailer**. Interface in the form of tables and graphs for internal employees based on data science
3. Web app of the **housing and utilities services** for communication between residents and city. Interface of the main page and sections, account for user, administrator, and housing and utilities services
4. Mobile app of an educational **platform for medical students**

Mars; Kellogg's • Category manager • Aug 2018 - Feb 2023

Developed FMCG categories in major Russian e-commerce (Samokat, Ozon, Yandex and others) and offline retailers

- Analyzed market trends, competitors, consumer needs, and changes in their behavior
- Organized the update of category strategy, shifting from expert assessment to **data-driven approaches and research**
- Conducted negotiations with clients, jointly developed win-win solutions, and designed customized projects
- Trained and consulted colleagues in e-comm — **for a year managed to implement 6 strategic projects** with clients
- Launched a dashboard for e-comm channel evaluating and the process of its research together with BI to formulate more accurate KPIs and track results. The analysis speed has increased **8 times from one and a half weeks to just a few hours**
- Created a tool with the ability to **quickly analyze 15 clients** for the marketing and sales departments, on the basis of which insights were derived and business changes were planned
- Accompanied a successful campaign in a client, which was completed **in 3 days instead of 30** due to meeting all KPIs

Education

Yandex Prakticum

Specialist • UX/UI design

Financial University • Russian Federation

Master degree • International Business

Financial University • Russian Federation

Bachelor degree • Financial Management

Skills

- Figma, AI
- Wireframing, Adaptive design
- User Stories, JTBD
- Prototyping, Animation
- UX researches, testing
- Simple graphic elements creation
- Base HTML, CSS

Languages

English • Advanced (C1)
German • Intermediate (B1)
Spanish • Elementary (A1)
Russian • Native (C2)