

I'm a Berlin-based Product Designer with 10 years of experience in UX/UI, Product Design, and Branding. I am passionate about human-centered design, impactful UX decisions, and visual harmony. My design solutions are based on empathy for users, business goals, and technical feasibility. I can't stop talking about the importance of design systems and collaboration.

Experience

Senior Product Designer - Doodle AG, Aug 2020 – Present

Scheduling platform with more than 30 million monthly users

- ❑ Leading Design System efforts in Product. Continuous contribution to the Branding, Design System guidelines, and Component Library to ensure a consistent brand and product experience across different channels
- ❑ Leading new mobile app experience (iOS, Android)
- ❑ Setup, organize, and run user research and usability testing (both qualitative and quantitative) to discover new needs or validate current
- ❑ Continuous UX and UI work on the core product. Day-to-day design support with Developers, PM, BA, Sales and Customer Success teams

Senior Product Designer - Climate Labs GmbH, Jan 2020 – July 2020

Climate Action streaming service

- ❑ Creating concepts of the app (iOS, Android) and the website, prototype interactions
- ❑ Conducting usability tests, defining personas, features matrix, user flows
- ❑ Establishing brand visual identity and creating marketing materials
- ❑ Maintaining a design system across different platforms and bringing best design practices to the team

Senior Product Designer - Catena Media, Nov 2017 – Oct 2019

Marketing and lead generation company

- ❑ Created clean, consistent, and thoughtful interaction design concepts and prototypes through human-centered and systemic approaches
- ❑ Worked closely with product managers, developers, and copywriters to define problems and goals, map user flows, prototype interactions, or iterate on existing features

Lead UI Designer - Run It Once, Feb 2017 - Nov 2017

World's leading poker strategy community and a Poker platform

- ❑ Established and promoted design guidelines across the website and new software
- ❑ Delivered user-centered software interface design
- ❑ Worked in collaboration with UX Lead, Motion Designer, and remote Visual Designers

UI/UX Designer - Intellectsoft, Mar 2015 - Nov 2016

Digital transformation consultancy and software development company

- ❑ Created concepts of applications and web platforms for international pre-sales; designed MVP projects; defined personas, writing user journeys, created wireframes and interactive prototypes for different platforms (iOS, Android, Web); helped marketing team with the creation of brand visual identity (website, banners, presentations)

Digital UI/UX Designer - Agente, Oct 2013 - Dec 2014

Web and mobile development studio

Skills

BA & UX	UI & Visual	Product	Communication
- Design audit - Customer and competitor analysis - User journeys - User personas - Usability testing - Wireframing, IA - Prototyping	- UI patterns - Web, iOS, Android - Design systems - Atomic design - Interface inventory - Branding - Visual harmony and information hierarchy	- Design thinking - Lean & agile - User empathy - MVP - Analytics - CRO, AB testing - Time management - SEO	- Pitching & selling design - Stakeholder collaboration - Leading a small team - Mentorship - Writing clear design documentation for devs - Implementation audit - Design team reviews

Achievements

Established Design Systems Framework including style guides with code and reusable elements to scale design, boost efficiency and delivery in product, as well as improved communication with developers by having one source of truth for handoffs. The introduction of reusable elements led to increased productivity and cut production time in half.

- ❑ Built Design Systems for multiple key products of the company and increased the speed of design and development processes.
- ❑ Example: standardized the process of updating operator logos, increasing the productivity of that task by 500%.

Was a part of the CRO and UX Optimisation team designing, tracking, and improving the performance of various digital products with AB testing and analytics.

I was a part of the pre-sales process which led to a higher rate of winning projects for the company.

- ❑ Designed MVP for various verticals in collaboration with BA, PM, and Sales members.
- ❑ My design concepts won pre-sales for PO & Ferries, PRA Stepflo, VillaSport, Hoosbaa, and others

I have grown an overall 1,5 years of experience in managing a small team of designers, mentoring junior team members, supporting education and setting goals, and establishing the best design practices in the design and product departments.

Completely redesigned three of Catena's products for Italian and German markets and oversaw their launch - auraweb.it, slotgallinaonline.it, and casinobonus360.de, which resulted in an overall approx. 56% increase in conversion rate.

Participated in Brand Sprints for international products where I defined the product's tone of voice, target audience, brand values, and more.

Education

Bachelor of Arts (B.A.) - Belarusian State University, 2007 - 2012

Communication design

Recommendations

Arvid Bayev, Head of Product Design

Catena Media - Directly managed me

Polina is an excellent designer. She is professional, creative, and talented. She can balance her creative side with empathy for the users and, most importantly, business goals. Polina is independent and low maintenance, her positive attitude made her a joy to manage. During our time together, we made the shift to working with design systems, she showed initiative, took the lead, and did a fantastic job creating frameworks and helping the team transition. She is a true team player, always willing to help, and just a pleasure to work with. On top of that, she is a great person and easy to get along with.

Emin Inanc Unlu, Product Designer

Catena Media - Worked together with a team of designers

Polina is one of those rare "great team people", who has a unique aura that alters the mood and energy around her. It's always a pleasure, fun, and influential to work with her. She is a great person, listener, collaborator, and friend. She is very talented in exploring different design options, carefully thinking and researching all the details for a great user experience, and always pushing boundaries for organizing design documents in a way that can produce great design systems in the long term. She is also really good at communicating with all the stakeholders, taking their input and feedback, solving problems, and managing the projects from the beginning to the end all along.

Long story short, I think she is the best designer I have ever worked with so far. I enjoyed being her colleague and friend very much. I strongly recommend her for any kind of design position, senior, lead, or managing. I can assure you that you won't regret it, and she will become one of the key people in your team or company.

Katerina Musabaeva, Head of Marketing

Intellectsoft - Directly managed me

While working on common marketing projects I had an opportunity to face Polina's high efficiency and devotion to the process. I admire her attitude to the work and tasks set. I can't but mention that Polina is highly motivated to succeed. By the way, the project that can be somehow above her proficiency is mostly perceived as an interesting adventure rather than a wearing occupation.