MARIIA MALININA

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PROFILE

Product Designer with 4+ years' experience in UX/UI design and visual & interaction design. Proven track record of designing complex web products, creating prototypes, and engaging in user research and usability testing. Experienced in designing and developing internal CRM systems, managing cross-functional teams, and creating compelling interactive end-to-end customer journeys. Recognised for delivering high-quality products that meet user needs, and creating time and cost savings through the design of automation platforms. Experience in mentorship and team leadership. Winner at 2021 World's Best Digital Bank Awards with Tinkoff.

KEY COMPETENCIES

- Product Design
- Rapid Prototyping
- Web & Mobile Design
- Figma, Sketch, Adobe CS
- UX/UI Design
- Visual & Interaction Design
- Agile Methodologies
- User Research
- Usability Testing

WORK EXPERIENCE

Osome | London, United Kingdom / Singapore (Remote)   **Sep 2022 – Present**
International fintech startup making the lives of entrepreneurs easier, using machine learning and complex algorithms to build mobile and web products and automate accounting, tax, company formation and other tasks.
Senior Product Designer – B2E

- Designing Osome's internal CRM system for agents, including ticketing, and overseeing implementation processes to ensure smooth communication between agents and clients.
- Maintaining the internal product design system and implementing new design patterns in the app to enhance usability and functionality.
- Managing product discovery and design sessions with users to identify and address pain points, improving user experience.
- Creating prototypes to test with end-users and using feedback to iterate, resulting in high-quality products that meet user needs.
- Collaborating with cross-functional teams, including engineers and stakeholders, on front-end implementation through the creation of robust design systems, style guides and prototypes.
- Focusing on user needs to translate them into compelling interactive end-to-end customer journeys.

[Selected results]:

- Designed a new time-tracking approach for the CRM, allowing the company to understand the cost of processes and track employee productivity, leading to better optimisation of work processes.
- Created new types of tickets for the CRM by simplifying existing processes, reducing costs and significantly reducing training time for CRM workers.
- Developed a common approach to displaying accounting reports in-app, eliminating the need for downloading in Excel and significantly reducing the time spent on working with a ticket. This improved efficiency and user experience.
- Participated in creating a new role in the CRM app for bookkeepers, designed the entire work process, including task types and the workspace, and significantly reduced the workload for accountants while saving the company a large amount of money (under NDA).

Yandex | Moscow, Russia   **Mar 2021 – Aug 2022**
A multinational technology company, developing internet search services, e-commerce, navigation, mobile apps, etc.
Senior Product Designer

- Led the Product Design team at Yandex.Market for Business, ensuring high-quality design and functionality.
- Maintained the internal product design system and implemented new design patterns in sellers' and vendors' apps to enhance usability and consistency.
- Managed product discovery and design sessions with users to identify and address pain points, improving user experience.
- Created prototypes to test with end-users and used feedback to iterate, resulting in high-quality products that meet user needs.
- Worked closely with content designers, user researchers and data analysts to ensure content was evidence-based, user-centred and continuously optimised.

- Supervised, mentored and coached 2 product designers.

[Selected results]:
- Improved design patterns, significantly increasing component reusability and interface accuracy.
- Designed various advertising and promo tools, increasing user engagement with in-app Sales Boost, Market Discounts, Market Shares, and Automatic Price Management tools.
- Designed the MultiPromotions tool, increasing seller engagement by 75%.
- Facilitated UX research and used Yandex.Metrics data to design business performance dashboards and widgets for advertisement and promo effectiveness tracking, improving user understanding of promotion tool results.
- Researched and implemented common page layout patterns, significantly increasing component reusability and interface accuracy.
- Designed a Seller Storefront Constructor, eliminating moderation process cost and resulting in significant commercial benefit.

Tinkoff | Moscow, Russia   **Apr 2019 – Feb 2021**
The world's largest digital bank, as measured by number of customers.
Senior Product Designer
- Designed Tinkoff's internal CRM web application for processing incoming customer requests for various business lines, such as Individuals, Small and Medium Enterprises (SME), Insurance, Verification and Telemarketing.
- Designed an automation platform for business processes, reducing maintenance costs and moving customer support to the cloud.
- Designed inner tools for managing people working in CRM, such as data dashboards and managerial dashboards.
- Applied user-centred design methods to deliver a superior experience for the automation platform for business processes.
- Led design-driven research to improve internal processes, discovering issues and needs through user research and testing.
- Translated user needs and business goals into compelling interactive end-to-end customer journeys focusing on user needs.

[Selected results]:
- Reduced operator's work time for all basic requests after optimising complex scenarios in the new Tinkoff CRM system.
- Synthesised and communicated user research results to the product team, using the Kano model to reprioritise the product backlog and achieve goals faster.
- Designed a tool for setting up and managing call queues, enabling the management of hundreds of people.
- Designed the Procedure Control Center, an automation platform for business processes, resulting in significant time and cost savings for launching and supporting new products.

INDUSTRY RECOGNITION

Awards:
[Most Innovative Digital Bank in Central and Eastern Europe](#) | 2021 World's Best Digital Bank Awards | Tinkoff Business   **Nov 2020**

Press credits for projects:
Yandex.Market Discounts
- [Products on Yandex.Market will be able to participate in 4 promotions simultaneously](#) | SEO News | 1.7k article views
- [How to participate in promotions and discounts on a product on Yandex.Market](#) | The Check Media | 16.3k monthly views

Yandex.Market Loyalty Programme
- [Special projects and stories: what promotion tools are available on Yandex Market?](#) | RBC | 167M monthly views

Yandex.Market: Sales Boost / Advertising campaigns:
- [Yandex.Market updates its promotion 'sales boost' tool](#) | RB.ru | 10k article views   **Mar 2023**
- [Sales boost. Advertising on Yandex.Market](#) | Legasoft | 519 article views   **Mar 2023**
- [A sales booster will help you get the top spot on the Yandex card](#) | Press release   **Mar 2023**

Yandex.Market: shop frontpage development under my supervision:

- [Yandex Market launches free storefront designer tool](#) | VC.ru | 5.2k article views   **Feb 2022**
- [Yandex.Market rolled out shop frontpages](#) | Habr.ru | 2k article views   **Feb 2022**
- [Meet the Storefront Design Tool on the Market](#) | Press release   **Feb 2022**

Mentorship:

[UI/UX Mentor](#) | Mentor in Tech 4.0 Programme for Women | Online   **Jan 2023 – Present**

Lectures & educational activities:

[Lecture on designer competency matrix in UX](#) | 1-year course UX/UI design | British Higher School of Art and Design | Moscow, Russia   **Mar 2023**

[Lecture on Onboarding in UX](#) | 1-year course UX/UI design | British Higher School of Art and Design | Moscow, Russia   **Mar 2023**

[Lecture on Lean Canvas methodology in product ownership](#) | Product Ownership Intensive | British Higher School of Art and Design | Moscow, Russia   **10 Jun – 31 Jul 2021**

EDUCATION

Higher School of Economics | Moscow, Russia   **2016 – 2020**
BA in Design & Coding

SKILLS & OTHER

Design: Product design, rapid prototyping, design research, user testing, object-oriented design, domain-driven design.
Coding: HTML & CSS, JavaScript (basic), Git.
Tools: Figma, Sketch, After Effects, InVision, Cinema 4D (basic), Photoshop, Lightroom.
Other: Kano prioritisation, Lean and Agile methodologies.