Marina Tkachenko, a product designer



contacts

lafecta@gmail.com

+381 638030589

Portfolio

LinkedIn

education

ux / ui designer
Netology
Diploma of Professional Retraining
2021 – 2022

specialist degree in economics
Moscow State Linguistic University
International Economic Relations
2006 – 2011

expertise

- Mobile & Web Design
- Design Systems
- UX Research
- Figma & AI

hobbies

- Traveling
- Running
- Ecology

about me

Senior Product Designer with 6+ years in Fintech, Edtech and software development, in corporations and startups. I design user-centered mobile and web products; detail-oriented, proactive and adaptable.

work experience

Perlem

senior product designer – edtech / web & mobile
2025 – present

I work with a product team (8 members) on an educational platform for private schools. My role includes conducting user research (teachers & students) through school visits, designing interfaces and user flows for multiple user personas, developing the design system and creating interactive prototypes for testing.

VTB

product designer – fintech / mobile
2022 – 2025

I worked in a development team at VTB Bank, one of Russia's top 3 banks, focusing on the Multibank service as well as onboarding and government support features within the bank's B2B mobile app for small and medium businesses. My role included end-to-end UX and UI, designing user flows based on business needs and insights, and working with the design team on our design system and processes.

I led end-to-end design of the Multibank service from MVP through redesign and several feature expansions, contributing to a 2.8% growth in the app's client base. I also mentored new designers through onboarding sessions.

contacts

lafecta@gmail.com

+381 638030589

Portfolio

LinkedIn

education

ux / ui designer
Netology
Diploma of Professional Retraining
2021 – 2022

specialist degree in economics
Moscow State Linguistic University
International Economic Relations
2006 – 2011

expertise

- Mobile & Web Design
- Design Systems
- UX Research
- Figma & AI

hobbies

- Traveling
- Running
- Ecology

Antipoff IT

ux ui designer – software / web & mobile
2021 – 2022

I worked in a cross-functional product team (PM, analytics), leading user journey design and interface development. I ran user research (in-depth interviews, usability testing), validated hypotheses, and delivered wireframes and interactive prototypes.

We delivered successful product pitches and secured contracts with clients. I helped win a client contract through a design-led presale demo of the Guide You app.

The Netherlands Education Group

designer – edtech / web
2020 – 2021

As a solo designer, I led a full website redesign, updated UI and visuals, created new pages and marketing assets, managed Google Analytics, and maintained the overall identity. Over my time there, monthly active users grew nearly tenfold, conversion rose from 1.3% to 4.5%, and 89% of surveyed users said they were fully satisfied with the site. I also conducted user research independently and, on my own initiative, designed a mobile app prototype, which stakeholders approved and handed over to development in 2021.