Marina Svechnikova – Senior Product & UI/UX Designer

10+ years of experience creating intuitive interfaces for B2B and B2C SaaS products, web and mobile. Skilled at turning complex workflows into clear, user-friendly solutions that support business goals. Combines a graphic design background with a structured, research-based approach. Uses AI tools daily, applying product thinking and visual craft to evaluate AI-generated results and choose the direction that leads to the best outcome.

EXPERIENCE

Senior Product & UI/UX Designer | Oct 2025 – Present

Self-employed, client projects under NDA

- **B2B document management platform:** leading a full redesign of the web product and building its design system, then moving every page onto it step by step
- **Platform for businesses and contractors** (web and mobile): designed the product from the idea stage; proposed building on Untitled UI, a ready-made design system with React components, to shorten time to launch; created the brand: logo, color palette, typography, and illustrations
- **Online vehicle auction platform:** created and set up the product's design system from scratch; changed how design work is planned and handed off to development; redesigned page layouts, payment flow, vehicle search, and SEO landing pages
- **Applied AI tools** across the design process, including turning Figma designs into working HTML prototypes

Senior UI/UX Designer, SaM Solutions | Jan 2019 – Sep 2025

- **Conducted and led all stages of product development**, including analysis and research, navigation architecture, user flows, wireframes, design systems, prototyping, UI design, usability, user testing, design QA, and iterative improvements
- **Crafted end-to-end product design for a cloud-based ERP system**, streamlining order management and business operations, which increased user satisfaction and reduced processing time
- **Designed a SaaS developer platform** for a quick start of development projects and applications with the ability to manage and monitor Kubernetes clusters, microservices, and deployment environments
- **Developed a mobile app for car dealerships** that streamlined daily showroom operations, using clear navigation and data visualization to simplify access to key vehicle and customer information
- **Maintained direct communication with clients and stakeholders**, organized meetings, and ensured solutions aligned with their needs
- **Collaborated with cross-functional teams**, applying Agile and Scrum methodologies to develop solutions across various projects

Senior UI/UX Designer, 415Agency | Feb 2017 – Nov 2018

- **Created products across various industries**, including healthcare, finance, consulting, data protection, beauty, food and restaurant services, social media, and entertainment. My role encompassed the entire design process, from conducting research to handing off designs for development
- **Designed the interface for a home healthcare robot**: created the concept of its expressive eyes, which became a decisive part of the agency's winning pitch, plus setup and medication management flows and interactions. The product later raised over $25 million in investment

CONTACTS

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Portfolio

LinkedIn profile

SKILLS

UX & Research

User research, Competitive analysis, Usability testing, Design thinking

Product Design

User flows, Wireframing, Prototyping, Interaction design, Design systems, Accessibility, Responsive design, Mobile apps (iOS, Android)

Visual Design

Graphic design, Typography, Branding, Illustrations, Icons, Infographics, Animation, Presentations, Photography

Tools

Figma, Adobe Creative Suite, Miro, Jira, Framer, ChatGPT, Claude

EDUCATION

IT-Academy

User Interface and Experience Design. Certificate

State University of Technology

Graphic Design. Diploma

LANGUAGES

- Russian (native)
- English
- Spanish

UI/UX Designer, Happix | Nov 2015 – Feb 2017

- Worked on the user experience, research, and design of websites, mobile applications, and social media content for multiple clients
- Collaborated closely with developers

Graphic Designer | 10+ years

- Worked with various companies as a full-time and freelance designer
- Extensive experience in creating brand identities, packaging designs, catalogs, brochures, posters, and other marketing materials, as well as illustrations, photography, concept design, project presentations, pre-press, print quality control, art direction, and project management