

Mariia Vinogradova

UX/UI Designer

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SUMMARY

UX/UI Designer with 4 years of expertise in B2B and B2C, driving measurable business outcomes through user-centric design. Secured investor funding by crafting a compelling fintech MVP and directly increased ancillary revenue by 21% through strategic UX improvements. Proven ability to enhance product efficiency, reducing support tickets by 34% and accelerating development with scalable design systems. Strong interest in applying proven product design expertise to innovative projects in fashion and hospitality.

PROFESSIONAL EXPERIENCE

UX/UI & Product Designer

Feb 2024 - to present

Enzosystems, Netherlands, Almere

One of the key independent providers of interactive check-in/out solutions for hotels and a competitor to Ariane Systems..

- Redesigned ancillary service cards, increasing hotels revenue by 21%.
- Revamped the logging section, reducing support requests by 32%.
- Optimized the online check-in process, increasing its adoption by 38%.
- Improved the Kiosk Management System, enhancing staff efficiency at hotels.
- Established cross-functional collaboration, reducing design debt and improving product quality.
- Developed accessible interfaces across all channels, ensuring product inclusivity.

Junior UX/UI Designer

Nov 2022 - Jan 2024

- Optimized the main terminal screen, increasing self-check-in rates and reducing front desk workload by 25%.
- Conducted usability testing, decreasing registration friction and boosting guest satisfaction by 30%.
- Launched a design system for over 4,000 installations, accelerating deployment and ensuring interface consistency.
- Created prototypes and scenarios tailored to different hotel brands, enhancing usability and brand alignment.
- Initiated observational research practices, improving problem detection and increasing client trust.

UX/UI Designer

Dec 2021 - Sep 2022

Upwork, Netherlands, Almere

A public company behind one of the largest freelance and remote job platforms worldwide, rivaling Fiverr

- Assessed the client's products and helped develop a growth strategy that contributed to business expansion.
- Identified growth opportunities and optimized processes through in-depth product analysis, increasing decision-making efficiency.
- Implemented UX/UI design across more than 10 projects, improving product metrics and client feedback.
- Conducted product analysis and user research to enhance prototype quality and accelerate development.
- Organized the testing process, enabling rapid iterations and finalization of designs.
- Built a reputation as an UX/UI design expert, receiving positive feedback and expanding the client portfolio.

PROJECT WORK

UX/UI Designer

May 2022 - Oct 2022

Puulse, Sweden

A fintech startup offering instant payouts and tailored banking services for gig workers, competing with Qonto.

- Developed the MVP of a fintech platform with a payroll system, providing essential functionality for a startup.
- Designed an intuitive interface for complex financial processes, meeting the diverse needs of different user groups.
- Conducted user research to identify key pain points, establishing effective communication between users and stakeholders.
- Implemented a design system to ensure consistency and scalability across the product.
- Created interactive prototypes and prepared designs for developers in Figma, accelerating the launch process.

UX/UI Designer

Feb 2022 - Apr 2022

Preserve, UK

An app that helps create family trees and organize family photo and video collections.

- Developed and implemented a structured design system, standardizing processes and enhancing consistency.
- Set up a component library, accelerating designers' workflows through reusable assets.
- Organized cross-functional collaboration to ensure design alignment with business and technical requirements.

EDUCATION

- Tolstoy Tula State Pedagogical University, Linguist-translator, Teacher of English and German, Master's Degree, Russia, 2008.

CERTIFICATES

- LVMH, Creation&Branding, Retail&Customer Experience, 2025.
- IxDF, UX/UI Design, Product Design, Visual Design, Interaction Design, User Research, 2021-2024.
- GeekBrains Academy, Graphic Design, 2020-2021

LANGUAGES

English: B2 (professional), Dutch: A2, Russian: Native

SKILLS

Design Systems, Figma, Adobe XD, Illustrator, Photoshop, After Effects, Google Analytics, User Research, Usability Testing, Product Thinking, Wireframing, Prototyping, Cross-functional Collaboration, HTML, CSS, JSON, Adobe Creative Suite, Lightroom, InDesign, Heurix, WireGen, Canva.