

Maria Isaeva

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[Portfolio](#)

Senior Product Designer**Skills and experience**

- 4 years' experience in product design
- Over 10 years' experience in visual, graphic, and web design
- Participating in designing and maintaining of a design system (web, iOS, Android), writing specifications for developers and designers, improving per customers' feedback
- Providing design review to the peers and customers - proper usage of components in their flows
- Creating and improving of a pack of interface icons and illustrations
- Creating concepts, brainstorming ideas with product teams and in collaboration with other designers
- Ability to work with an existing design system, developing user flows according to its requirements
- Designing services from the scratch with a product team
- Researching major competitors, developing hypothesis, conducting interviews, and participating in the research process with UI/UX researchers
- Improving designs of existing products and services
- Developing user flows for web and mobile platforms
- Prototyping in Figma
- Creating interface animation in Figma
- Paying attention to accessibility (color contrast, typography, tap zones etc.)
- Controlling the implementation at all stages in accordance with design layouts
- Understanding of HTML and CSS principles in order to review web code and provide developers with feedback
- Creating 2D digital illustrations for web and mobile products

Software proficiency:

- Figma
- Adobe Photoshop
- Adobe Illustrator
- Sketch
- InVision
- Zeplin
- Miro
- Trello
- Tilda website builder

Employment

08.2018 – 07.2022 Senior Designer, Gazprombank (Commercial Bank)

- Designing scenarios for Gazprombank mobile and web banking
- Designing interfaces of complex platforms for Gazprombank employees
- Participating in designing and maintaining of a design system (web, iOS, Android)
- Creating and improving a pack of interface icons
- Creating 2D digital illustrations for web and mobile products

03.2017 – 07.2018 Interface Designer, Mos.ru (Information, news, and service portal about the mayor and government of Moscow)

- Designing and developing web special projects on Tilda website constructor
- Creating 2D digital illustrations and icons

02.2014 – 05.2016 Designer, Grape (Creative Digital Agency)

- Promo websites, product sites, special projects with adaptation to mobile and tablet devices
- Illustrations, icons, sketches, storyboards, character design
- SMM design (social media groups branding, posts)
- Retouching, tech design, adaptation and optimization of graphic content for websites
- Banners, e-mailers
- Print materials design (flyes, coasters, programs, etc.)

Clients: Unilever (Rexona, Axe, Max, Brooke Bond, Domestos, Ekzo, Dove, Cif, Glorix); PepsiCo (Lay's, Lay's Maxx, Domik v derevne, Adrenaline Rush); Mondelez (Oreo, Barni, Alpen Gold); Colgate-Palmolive (Colgate, Lady Speed Stick, Mennen Speed Stick); Martini; Beeline; Zdraivery; Clearasil

08.2013 – 11.2013 Designer, New Vision (Creative Agency)

- Promo and POS materials
- Print materials (leaflets, envelopes, card holders, certificates, posters, z-cards, roll-ups, invitations, etc.)
- Banners, Youtube Channel Page design, VK and FB groups design, SMM, Kinopoisk Page branding
- Illustrations and sketches

Clients: Lay's; MasterCard (Business Bonus, Priceless Moscow, Rewards); Durex; KFC; Gazprom Neft.

02.2011 – 07.2013 Marketing Manager Assistant, Implanta (A Medical Technologies Company)

- Print materials (leaflets, brochures, catalogues, advertising layouts for magazines, instructions for medical devices, invitations)
- Banners for a company's website

Education

2021 – A certification program on product design (How to Develop a Product Your Customer Will Gladly Buy - by Ivan Zamesin)

2006 – 2011 Master's degree – Artist-Stylist (Textile products and consumer goods, Moscow State Textile University named after A.N. Kosygin)