

EKATERINA USPEKHOVA



MIDDLE PRODUCT DESIGNER

CONTACT

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- 📁 [Portfolio Notion](#)

SKILLS

- UX Research
- Design Process
- Benchmarking
- ASO Optimization
- Working with Design/AI Tools

EDUCATION

SPBSMTU

Specialist

2008 — 2013

Specialist degree in Engineering,
Ecology

SUMMARY

I believe that what is convenient is also beautiful. As a product designer, I create solutions that balance functionality, aesthetics, and commercial value. I enjoy tackling complex challenges and constantly expanding my knowledge.

WORKING EXPERIENCE

3 YEARS 1 MONTH

● PRODUCT DESIGNER

Mobile Media Group

August 2023 — Present (1 year 7 months)

- Developed a design process structure from scratch, increasing team efficiency.
- Conducted over 10 benchmarking studies in various areas.
- Implemented a methodology for selecting relevant research for each project, reducing revisions and eliminating unnecessary work.
- Prepared detailed functional specifications, simplifying team discussions and workflows.
- Designed 5 apps across different domains.
- Based on post-release metrics and conversions, improved designs (ASO materials, paywall, and other key elements), boosting commercial performance.

● GRAPHIC DESIGNER

Mobile Media Group

February 2022 — August 2023 (1 year 7 months)

- Developed creatives for advertising campaigns aimed at user acquisition and retention.
- Created ASO materials for app stores, optimized for target audience and platform algorithms.
- Prepared visual assets for websites.