

Varvara Tsotsova

Product Designer

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Hello,

My focus lies in crafting impactful and user centric design experiences. I took the lead in migrating the company to Figma while establishing and managing an effective design system. Noteworthy achievements include a track record of achieving a 95% satisfaction rate across 11 projects in last years, optimizing a private banking website, resulting in a 17% revenue growth, and collaborating on a new platform for a LaaS company, which drove a remarkable 47% increase in annual revenue.

Tools

Figma
Photoshop
Illustrator
InDesign
AE
XD
HTML/CSS
VSCode
Matomo
Bower BI

Skills

Design System Creation & Management, Advanced Prototyping, User Interviews, Personas, Journey Mapping, Wireframing, Web&Mobile, Interaction Design, Branding&Visual, animation.

Certification

2022

HTML/CSS

2020-2021

Google UX&UI

2019

CAL Arts/ Graphic design

Formation

2006-2012

MS, Graphic design

St.Petersburg State University of Culture & Arts

Experience

Jun 2023-Present

Product Designer | MED-EL Austria

- Spearheaded the transition of the company to Figma, establishing and managing a comprehensive design system.
- Proficiently prototype and craft usercentric web and mobile solutions, oversee the development and maintenance of both print and digital assets, as well as social media materials.
- Collaborate heavily with cross-functional teams to achieve project objectives.

Dec 2021-June 2023

Product Designer | Sales Communications

- Lead the research, prototyping, and design efforts for multiple businesses, delivering innovative solutions.
- Collaborate closely with cross-functional teams to drive successful project outcomes.
- Actively contributed to the development and maintenance of a unified design system for improved efficiency and consistency.

Jan 2021-Dec 2021

UI designer - Publicity digital agency

- Designed digital solutions, branding, visuals, prototypes, and animations for multiple clients.
- Led the successful launch of the Code&Surf campaign..

Oct 2017-Jan 2021

Graphic+Set designer - LostSundays

- Creation distinctive visual identities and branding for both print and web content, elevating the company's presence and appeal.
- Pioneered innovative concepts and executed set designs, including prop styling, for impactful campaigns and photo shoots.