

MARHARYTA ANISKA

Product & UX/UI Designer · Senior · Full-time, Part-time, Project work · Remote, Hybrid
+375298622256 | @MiraMaraMur | marharytaaniska@gmail.com | Belarus, Minsk

SUMMARY

I have been in design for 5 years. During this time, I have worked in Belarusian and international companies in both Russian and English. I have experience in both product teams and studios, so I work equally effectively in a mode of several parallel projects and in long-term work on a single product. In all companies, I covered several roles at once, helping to reduce costs for external specialists. I successfully led projects from scratch - from the idea and structure to the finished interface and launch. I know how to bring order even where it was difficult to figure out before. I love pixel perfect in Figma, order in my head, a clear structure, and transparent processes. I prefer to plan everything: from work tasks to personal routine in the calendar. I am constantly developing, upgrading my skills, and looking wider than just the role of a designer. I am inspired by Apple, AI automation, no-code development, and human-centered design. I will be especially useful in the fields of AdTech, Crypto, Fintech, E-commerce, Payments, HRTech, Dating, as well as in B2B / SaaS products, CRM systems, web and mobile applications, dashboard interfaces, and a startup environment. I will consider projects in the Healthcare and EdTech directions with interest. I do not consider projects related to Scam Crypto, Gambling, Betting, Casino, Adult Industry. I live and work in Belarus, Minsk. For remote work, I am open to cooperation with companies from other regions and countries.

SKILLS

figma, ux, ui, product design, conversion, design systems, interviews, ai tools, ux/ui, wireframes, fintech, user flow, accessibility, subscriptions, android, web design, responsive design, html, design system, prototyping, research, css, crypto, adobe photoshop, adobe after effects, a/b testing

EXPERIENCE

Cointraffic

Estonia, Harju County, Tallinn | May 2025 — Jun 2026

Product designer

Cointraffic — International adtech company, B2B SaaS platform for digital advertising in the crypto and blockchain segment.

- ⚡ Job responsibilities: - Designed high-load and complex data-heavy interfaces taking into account user needs, business goals, and product logic. Ensured responsive design and interface scalability across different platforms; - Improved UX and UI of the company's B2B SaaS products (Advertiser, Publisher, and Admin): optimized structure, navigation, and user scenarios, redesigned dashboards, implemented new features, and documented changes, finding a balance between user experience and feasibility; - Developed the design system: created new and updated existing components, maintained component architecture, patterns, design tokens, kept documentation and guidelines; - Designed wireframes, prototypes, interactive layouts, and UI solutions in Figma; - Controlled implementation quality, ensured compliance with WCAG accessibility standards; - Created visual marketing materials: presentations (Pitch Deck, Media Plan), advertising banners, motion animations, interactive elements; - Analyzed data: user behavior, user experience, product metrics (CTR, CPM, CPC, Impressions, Clicks), sales funnels, and key product indicators; - Conducted qualitative and quantitative research, A/B tests, usability testing, verified hypotheses, validated solutions based on data and insights; - Collaborated with colleagues: project managers, developers, engineers, analysts, and the CTO; brought layouts to implementation, ensured handoff and implementation of solutions; - Argued and justified decisions to product managers and the CEO, participated in making product decisions; - Used AI tools and artificial intelligence technologies: ChatGPT, Gemini, Figma AI, Midjourney to automate processes, optimize work, and generate ideas.
- ⚡ Results and achievements: - Worked as a solo designer on the project, showing autonomy and independence, accelerated interface design development by 1.5 times and reduced the burden on management; - Completed a full redesign of three major products, combining them with a single scalable design system; - Combined the roles of Product Designer (80%) and Graphic Designer (20%), closing product and visual tasks, which allowed the company to save resources without involving external specialists; - Influenced user conversion, retention, and onboarding: improved UX and user scenarios, reduced friction, and increased key product indicators.

Dmorpheus GmbH

Austria, Carinthia, Klagenfurt | Jan 2024 — Apr 2025

UX/UI designer

Dmorpheus GmbH — international IT company and digital agency specializing in website development, e-commerce projects, and custom digital solutions.

- ⚡ Job responsibilities: - Designed intuitive web interfaces, landing pages, corporate websites, and e-commerce sites taking into account business goals and client strategy; - Responsible for the development, growth, and maintenance of design systems, ensured quality control of implementation and interface uniformity; - Used UX thinking and industry best practices to improve user experience; - Conducted UX research: interviews, surveys, feedback collection, and data analysis. - Formulated usability issues, generated hypotheses, and proposed solutions; - Wrote code, used HTML, CSS, JavaScript, and AI tools to speed up layout and implementation of design solutions; - Worked within a cross-functional team, interacting and communicating in English (B1-B2); - Led the design team, provided support, training, and mentoring for junior designers, managed workflows, conducted layout reviews, and gave constructive feedback. Built and shaped a culture of design quality within the company. - Independently created and tracked tickets in Jira, attaching necessary functional specifications, guidelines, and links to layouts. - Prepared reports for management. - Participated in workshops, discussions, and strategic sessions with stakeholders. Explained design decisions to stakeholders, coordinated layouts, found compromises and alternatives.
- ⚡ Results and achievements: - Successfully implemented more than 20 client projects, ensuring a high level of customer satisfaction; - Expanded the company's range of services by introducing branding, printed materials, and motion animations as new design directions, which contributed to revenue growth; - Led the company's design direction, built design processes, and increased the efficiency of the team.

Imedia Solutions

Belarus, Minsk | Nov 2022 — Jan 2024

UX/UI designer

Imedia Solutions — digital agency specializing in the development of web and mobile products, e-commerce solutions, branding, and comprehensive digital services for clients from various fields.

- ⚡ Job responsibilities: - Designed convenient and attractive web and mobile interfaces: corporate websites, online stores, landing pages, business card websites, SaaS, CRM systems, and mobile applications; - Developed wireframes, interactive prototypes, concepts for web and mobile products; - Performed graphic designer tasks: developed branding, rebranding, logos, corporate identity, guidelines, brand books, and graphic design for brands; - Created vector graphics, icons, 3D illustrations and animations, sketches, and drafts; - Prepared presentations, marketing materials, and content for social media (SMM) and designed company case studies in accordance with trends; - Based on product analytics data and client needs, created UX scenarios and user flows, customer journey maps (CJM), and user flows, formed success criteria; - Ensured visual consistency of interfaces: typography, composition, colors, structural hierarchy, and adaptability; - Created, maintained, and redesigned design systems, UI kits, and component libraries; - Designed interfaces in accordance with Material Design and Human Interface Guidelines (HIG) principles; - Worked in Figma: auto layout, spacing, components, properties, variables, variants, design tokens, and component libraries; - Used AI to generate content (texts and images) for projects; - Managed several projects simultaneously, met deadlines and business requirements in Agile processes (Jira); - Participated in company meetups, shared expertise on implementing 3D graphics into interfaces; - Conducted communication with clients, presented and defended design solutions and ideas; - Communicated with colleagues: designers, project managers (PM), business analysts (BA), and developers.
- ⚡ Results and achievements: - Successfully managed several projects simultaneously while maintaining quality and meeting deadlines; - Expanded the company's range of services by combining UX/UI, web, mobile, branding, graphic design, and motion tasks in one role; - Strengthened the team's visual expertise by introducing modern approaches, 3D graphics, and new tools into workflows.

Real Digital

Belarus, Minsk | Jul 2021 — Jan 2024

UX/UI Web designer

Real Digital — Belarusian IT company specializing in the development of solutions for business automation, digital cash register systems, and payment services (web and mobile applications).

- ⚡ Job responsibilities: - Developed products from scratch: B2B CRM systems, SaaS web applications, POS fintech applications, and mobile applications (iOS and Android), designing interfaces and developing solutions through iterations; - Proposed wireframes, user paths, screens. Prototyped by creating fast interactive prototypes; - Created and developed design systems, used components to scale interfaces; - Developed visual materials (including for social media Instagram, LinkedIn, Facebook, X), presentations, tables, banners, printed product layouts with a focus on conversion; - Conducted UX research: analyzed competitors (Competitor Research), analyzed reviews, user behavior, and user experience, identified user and business needs; - Designed user scenarios, thought through user flows and the customer journey; - Improved interfaces and user experience, implemented updates, maintained and optimized existing digital products; - Worked with Figma, Miro, FigJam, Adobe Creative Suite (Photoshop, Illustrator, After Effects, Premiere Pro, XD); - Prepared and handed off layouts to development, translated visual concepts into technical documentation and functional specifications (logic, element states, adaptive grids) to eliminate errors; - Communicated and interacted with developers, business analysts, product managers (PM) in Russian.
- ⚡ Results and achievements: - Closed the company's need for internal design expertise, replacing the work of external contractors and improving the quality of design solutions; - Participated in the launch of several products from scratch for a narrow niche, including a POS solution used in Belarus in cafes, gyms, stores, and delivery services; - Combined the roles of UX/UI, web, graphic, and motion designer, covering a wide range of tasks within the company.

EDUCATION

Belarusian State Academy of Arts

Belarus, Minsk | Oct 2019 — Jul 2024

Virtual Environment Design

LANGUAGES

- Russian — Native
- English — B2

COURSES

EPAM Designer's Workbook

2022-10-01

Complete Web & Mobile Designer in 2022: UI/UX, Figma, HTML/CSS

2022-10-01

Udemy Zero To Mastery Academy