

Irina Berezina

Product Designer

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I'm an experienced UI/UX and Product designer with 8 years of expertise in B2B software, mobile apps and web products. Started career in UI after graduation from Design faculty. Later, I've evolved from UI design to Product design. I've worked on diverse projects, including business communication systems, HR Tech, and franchising platforms. In the last 3 years, I've been dedicated to an international video conferencing product. My core competencies include user research, usability testing, and work with professional design tools.

EXPERIENCE:

1) 08.2020 – 06.2023: Senior Product Designer in RingCentral (ringcentral.com/video)

Working on a video conference product. Design new features and support old ones.

- o Designed interfaces and interactions in alignment with User Stories, based to brand book and design guides;
- o Contributed to the development and improvement of mature design systems, staying current with industry best practices;
- o Created low-fidelity wireframes and prototypes to validate design concepts and interactions;
- o Research, UI/UX design and animations for desktop, web, and mobile;
- o Assisted in creating user personas.
- o Designed and shipped 15+ features for video and 3+ for call center from end to end.
- o Contributed across 4 developers teams within a 900+ person organization in 3 timezones.
- o Worked on digital touchpoints for a leading US cloud phone system company, continually
- o Improving UX across web, Desktop, iOS, and Android.

2) 04.2019 – 06.2020: Product Designer in Boss Control (bosscontrol.ru)

As the first designer in the team, I initiated and built processes that allowed us to analyze users' needs, create CMJ, and quickly designed interactive prototypes.

- o Established a design system unifying app styles & components + fix current product with more than 10 user interview.

3) 08.2016 – 03.2019: Senior Product Designer in Altera Invest (alterainvest.ru)

Creation of new products for a company and support for old ones. Supervision for design and frontend tasks. Developing a mobile app, working with an outsourced developer. Iterative approach: Remarks to products because of metrics, business aims, and user experience.

- o Made from scratch 3 products + Design guideline for all of them.

4) 10.2014–02.2016: UI/UX designer in GRANAT ([linkedIn page](#))

- o Delivered 50+ custom icons & illustrations
 - o Designed and shipped 5+ small products: websites, mobile app, e-commerce.
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SKILLS AND TOOLS:

User Research, Interpersonal Communication, Systems Thinking, Design Thinking, Mobile Design, User Journeys, Storyboarding, Communication, Human Computer Interaction, User Research, Interaction Design
Framer, Figma, Adobe CS, Sketch, InVision, Principal, human interface guidelines, material design, Design Specifications

English B2

German A1

Russian Native

EDUCATION:

2009-2014: Bachelor in Design of architectural environment, Architecture | Pacific National University, Khabarovsk, Russia
