

## MARINA STREKOZOVA | Senior Product Designer

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Senior Product Designer with **6+** years of experience delivering user-centered solutions in complex domains like **FinTech** and **HealthTech**. Spearheaded the redesign of a core banking feature that cut support inquiries by **50%**, saving over **€20** million annually. Specializing in simplifying complex data flows, improving user self-service. Designed **AI-powered** tools for medical providers, simplifying clinical documentation workflows.

### Senior Product Designer – **MEDvidi HealthTech** | March 2025 - Present (1 year 1 month)

U.S.-based (36 states) 120K+ appts per year Tele-Mental Health Platform: Providers Portal, Patient portal, CRM

- Owned the end-to-end experience design for the Provider Portal and CRM, streamlining clinical workflows and delivering production-ready solutions to cut operational overhead.
- Designed provider-facing experiences, including AI-powered chart review and generation, as well as follow-up treatment tracking, reducing administrative workload.
- Designed provider financial transparency flows that made compensation status explicit, reducing ambiguity and frustration while strengthening trust in the platform.
- Redesigned a complex legacy CRM information architecture, reducing flow complexity and improving navigation for operations teams.

### Product Designer – **Tbank Fintech** | November 2022 - November 2024 (2 years)

T-Bank (ex-Tinkoff Bank) — leading digital bank in Russia transforming retail and SME banking; serving 40M+ customers with strong YoY growth in transaction volumes

- Led the Arrestments experience design, which reduced support inquiries by over **50%**, resulting in annual savings over **€20 mln**
- Redesigned the phone number change process, introducing a streamlined verification flow that cut down on user errors and support escalations for a critical security journey.
- Designed a procedure player flow where next-best actions adapt to user responses, **increasing** successful self-resolution and reducing escalations to live agents.

### Product Designer – **Evrone** | December 2021 - August 2022 (9 months)

Software development and engineering (US and Europe), (client projects in MedTech and Automotive HMI)

#### **Amma Pregnancy Tracker 1.5M MAU**(MedTech)

- Drove UX improvements for the app's relaunch as a parenthood platform, contributing to its **Top-3** category ranking in the LATAM market.
- Redesigned subscription around stage-based value, delivering **+13%** new paying users
- Implemented onboarding-driven personalization on the home screen, increasing relevance and **engagement**.
- Led iterative redesign improvements for key home-screen experiences, preserving trusted behavior patterns while increasing usability.
- Introduced and **scaled** a design system to improve delivery speed, **UI consistency**, and maintainability, aligned with the brand's visual language and tone of voice.

#### **ATOM** (Automotive HMI)

- Designed core interaction experience of an in-car HMI system from concept to launch in **3.5 months**, contributing to a show car that generated over **36,000** pre-orders.

**Junior UX/UI Designer – Finstack FinTech** | March 2020 - October 2021 (1 year 8 months)

Mobile and Web Trading platform

- Designed a mobile trading application from scratch, conducting initial user and market research to define the product's core user experience.
- Created the end-to-end UX for onboarding and KYC, balancing strict compliance requirements with a smooth user flow.

**Junior UX/UI Designer – Brief SaaS** | August 2019 - February 2020 (6 months)

Messaging cloud SaaS for small businesses startup, mobile-first Slack alternative

- Created landing pages and marketing visuals that defined the product's initial visual identity and supported early user acquisition.
- Transitioned from a digital design role to contribute to the core product's UI/UX.

**Skills & Tools**

**Design & Strategy:**

- *Product Strategy & Discovery:* JTBD, Information Architecture, Product Strategy, Cross-Functional Collaboration.
- *UX/UI Design:* End-to-End Experience Design, Mobile (iOS & Android) & Web App Design, Design Systems, Wireframing, High-Fidelity Prototyping, Engineering Handoff, Design Review and Iteration Design.
- *Research & Analytics:* User Research & Testing, A/B Testing, Data Visualization (Tableau, PostHog, Pthwy).

**Software & AI Stack:**

- *Design & Management:* Figma, Adobe Creative Suite, Jira, Notion.
- *AI Tools:* Gemini, Claude, ChatGPT (AI-powered research synthesis, documentation drafting & summarization).

**Education:** MS in Graphic Arts — Moscow State Art University named after V.I.Surikov, Graphic Designer — B&D Institute

**Certificates:** User Interface from Artem Gorbunov Design Bureau

**Languages:** English (Fluent), Russian (native)