

# Valeria Patrakova

Product Designer

## Contact

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## Skills

Product Design  
Product Vision & Strategy  
Design Thinking  
User Research  
Analytics  
CJM, User Stories, JTBD, User Flow  
Usability Evaluation  
Information Architecture  
Prototypes & Wireframes

## Tools

Figma  
Pendo  
Maze  
User Testing  
Dovetail

## Certificates

Google UX Design  
Credential ID YV8T9TSJXPUY

## Languages

English (B2)  
Lithuanian (A2)

## Education

### Siberian Federal University

MSc in Business Management  
and Economics

## Experience

### Revel Systems

Product Designer II May 2023 — Aug 2023

Product Designer I Dec 2021 — Apr 2023

- Leading the design of Payment Facilitator case, bank reconciliation solution, that reduces calls to the Customer Support team.
- Working on Backoffice solutions, that enable business owners to effectively manage their businesses.
- Elevating user engagement for Analytic products by implementing data-driven design enhancements based on in-depth usability testing, leading to increased user satisfaction.
- Co-creator of the UX roadmap, which is a key input for the company's product roadmap.
- Organizing and managing usability testing, analyzing and evaluating data.
- Facilitating user research interviews, testing, and validating the value, impact, and risks of new concepts.
- Driving the strategic development of features and product enhancements for Backoffice and BI & Analytics teams.
- Collaborating with Product Management to enhance the competitiveness of the product and develop the strategy for features, balancing user and business needs.
- Working closely with software engineers to understand technical constraints and ensure a high-quality implementation and user experience.
- Creating wireframes, storyboards, user flows and sitemaps to effectively communicate design ideas.

### Yandex

UX/UI Designer Jun 2020 — Jun 2021

- Creating designs for both web and mobile platforms.
- Collaborating with cross-functional teams to understand user needs and business requirements.
- Conducting user research and testing to gather feedback and iterate on designs.
- Producing wireframes, visual designs, and prototypes to effectively communicate design concepts.
- Maintaining design system to ensure consistency and scalability.

Accountant, Marketing Specialist, Entrepreneur Jun 2014 — Aug 2020

- I started my career as an Accountant, where I learned how to maintain accounting records, handle incoming and outgoing payments, calculate business expenses, and manage salary calculations for employees.
- After that, I had the opportunity to work as a Marketing Specialist for 2.5 years. During this time, I collaborated closely with the largest grocery store chains to launch the advertising campaigns. I also led negotiations, established internal business processes, and contributed to the development of effective business strategies.
- Additionally, I ventured into entrepreneurship and started my own bookstore business. I controlled all aspects of operation management, accounting, legal matters, sales, marketing, and pricing. Unfortunately, due to political events in Belarus, I was forced to close the business and relocate to Lithuania.
- With a keen interest in design, I began a new career chapter through 1-year UX/UI apprenticeship at Yandex.