

WORK EXPERIENCE

In recent years I have been working as a freelancer: led projects for corporate clients, design studios, and private customers. Below are examples of key projects

Client: Institute of Child Development, Health and Adaptation

Lesson Plan Builder for Preschool Educators 2024-2025 [Project Overview](#)

Designed and delivered a preschool activity planning service used nationwide in Russia, from concept to final interface

- Conducted UX research, JTBD analysis, user scenarios and studied national education standards
- Held stakeholder briefings, contributed to requirements specification, coordinated development and carried out design reviews
- Designed the information architecture and multi-step interface
- Developed a component library, which accelerated interface assembly

Results:

- Reduced the time teachers spend on planning
- Improved plan quality with automatic compliance to educational standards and less manual input

Client: SberMarket for Sber Kids City

App for SberMarket order pickers 2022-2023 [Behance case](#)

A game introducing children to the role of an order picker in an interactive learning city

- Conducted parent surveys, observed the target audience (children aged 4+ and 8+), defined and tested hypotheses, created user flows
- Designed the interface of the educational game application for children

Client: Sber Kids City

Website for children's edutainment center 2021 [Behance case](#)

Completed a full website redesign following their integration into the Sber ecosystem. Worked with the Sber Kids guidelines

Head designer at Sletat.ru 2011-2013

Product Travel Tech b2b company

- During my time at Sletat.ru, it became one of the top travel search platforms in RuNet
- Full product cycle: hypotheses, research, prototypes, A/B testing, release and analysis
- Worked on all products: tour aggregator, modular solutions and ready-to-use websites for travel agencies
- Participated in developing the corporate identity and design system, as well as print and promotional materials
- Managed recruitment and leadership of a remote design team and established the design process

Web designer freelance 2009-2011

Collaborated with various clients and focused on self-learning. Designed web and slot machine interfaces, logos, icons and promotional materials

PORTFOLIO

 www.tatisha.com

Product & UX/UI Designer with 10+ years of experience. Conduct user research, design interfaces and anticipate corner cases. Create solutions from scratch, work with guidelines and build design system components. I value the role design plays in solving real user needs and business challenges

CustDev

JTBD

CJM

Interview

Usability tests

A/B tests

Design system

User flow

Design Review

Figma

Adobe CC

Product Thinking

Project management

HTML

CSS

LANGUAGES

English — B2
Upper-Intermediate

Russian — native

EDUCATION

Relevant seminars and conferences, intensive training programs

2002 - 2007

St. Petersburg State University of Economics

FACULTY

Management and Economics in Tourism and Hotel Industry