



Viktoriia Leontieva

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Product designer based in Berlin, Germany.

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Zalando

01.2018 – present

Senior product designer

Undertaking challenges of global fashion and translating them into mobile native experiences.

Goal

As a part of Zalando's mobile team, my focus is to bridge together two massive experiences – web and mobile. Half of my time I spend working with feature teams on product challenges, the other 90%—designing a universal Design Language to be implemented across all Zalando experiences and platforms.

8fit

03.2016 – 04.2017

Design lead

At 8fit I provided an end-to-end design, from early product ideation all the way to production and further iteration.

I worked within the product, media, customer support and data teams, and was a part of a full development cycle. My day-to-day tasks included **usability reviews**, **user research**, **competitive analysis**, data and CS feedback analysis, team discussions, challenge definition, **UX design**, **prototyping**, **usability testing** and iteration based on our findings.

Goal

Creating an engaging and easy to use interface that helps people reach their fitness goal incrementally.

Specific challenges

Setting up a design process, building a design system, user personas, brand development.

Wimdu

05.2014 – 03.2016

Design lead, product designer

As a product designer at Wimdu, I worked on a UX backed up by **user research** and **usability testing**. As a part of Wimdu's product team, I took care of both product and user needs with a clear goal in mind — to deliver consistent, functional and user-friendly experience across all platforms.

Goal

Creating from scratch an iOS app for booking short-term accommodation from scratch.

Specific challenges

Improving workflow, consistency in design and communication, setting up usability testing framework, accommodating for the web platform dependencies.

08.2007 – 09.2012

My experience dates back to 2007, when prior to product design I worked in **video production**, **animation** and with **front end**. Feel free to check out a full list of my jobs on [LinkedIn](#).