

Tatjana Kovõlova



I've spent over 20 years in the digital world, working across UX, visual design, branding and marketing. My work spans the full lifecycle - from interfaces, visual systems, and user flows to implementation, data tracking, and analytics.

Along the way I've gained experience across different environments: from corporate IT and startups to more operational industries like construction and energy. This made me comfortable working across different contexts and levels of complexity.

EDUCATION

2004 - 2008

Tallinn University of Technology
Electronics Engineering
(Bachelor's degree / IT department)

CONTACT

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LANGUAGES

Russian	Native
Estonian, English	Fluent
German, Spanish	Beginner

SKILLS/TOOLS

Figma, Photoshop, Illustrator, XD, After Effects, HTML/CSS, Webflow and AI-assisted workflows.

- UX/UI Design
- User Research
- Wireframing & Prototyping
- Usability Testing
- User Flows
- Branding & Visual Identity
- Motion Graphics
- Web Design
- HTML/CSS
- SEO
- Data Tracking & Analytics
- Digital Marketing
- Marketing Automation

2023 - HEAD OF VISUAL AND MARKETING

... Ampere Plus OÜ & Unico Eesti OÜ

Responsible for the companies' digital ecosystems across web, marketing, analytics and brand. My work includes building and maintaining websites, implementing tracking and analytics tools, improving site structure and content according to SEO best practices, and developing custom scripts and integrations using AI tools.

I manage Google Ads and Meta campaigns, analyze campaign and lead quality using data from advertising platforms and Pipedrive, and automate internal sales and marketing processes through Zapier or Make.

Alongside the technical and analytical side, I also oversee the company's visual communication across both digital and offline channels, including marketing materials, exhibition assets, events and outdoor advertising.

2018- PRODUCT DESIGNER

2023 Agrello OÜ

Worked as part of a small multidisciplinary startup team, responsible for product UX, interface design, and the overall visual direction across web and mobile platforms. My work included user research, wireframing, prototyping, usability testing, and close collaboration with developers throughout the product lifecycle. The role involved continuous iteration based on user feedback, product evolution, and technical constraints.

Alongside product work, I was also responsible for maintaining visual consistency across the platform, communication materials, and the broader brand experience.

2009- UI/UX DESIGNER

2018 Axinom Eesti OÜ

Worked on large-scale international projects for clients such as Microsoft, Deutsche Post, Lufthansa, Virgin Atlantic, Arte, and RTL across web, mobile, TV, Xbox, Windows ecosystem, and in-flight entertainment platforms. My role focused on UX/UI design, wireframing, user flows, visual systems, and detailed product specifications created in close collaboration with developers and international teams.

I also supervised design interns as part of their practical training.

2005- INDEPENDENT DESIGNER & CONSULTANT

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Working independently with small to mid-sized companies across different industries, offering branding, UX/UI, Webflow-based digital product development, and digital marketing support.