

Ekaterina Belkova

PRODUCT DESIGNER

10+ years experience

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ABOUT

Product Designer with 10+ years of experience in building scalable design systems, optimizing product workflows, and delivering measurable impact in edtech, retail and B2B.

I take ownership of the full design process: clarify requirements, validate assumptions quickly, and avoid unnecessary long research cycles. I initiate hypotheses myself, run lean tests, and translate insights into clear, systemic solutions.

I design not only interfaces, but also tools and processes that speed up delivery for entire teams. I believe in thoughtful, emotionally engaging design that helps products stand out and connect with users.

CORE SKILLS

Hypothesis testing

User research

Problem framing

Usability testing

Prototyping

User flows

CJM

UX writing basics

Design system

Visual Design

Component libraries

Tokens & UI

Animation

Cross-platform consistency

TOOLS

Figma

GPT

Mobbin

Storybook

Webflow

HTML / CSS

JavaScript basics

React basics

EXPERIENCE

NETOLOGY (2021 - 2025, 4 years) **Edtech**

- Built a scalable design system adopted by cross-functional teams, which increased design delivery speed by 3×
- Led a team of 15 designers: hiring, mentoring, establishing processes, reviewing work
- Launched A/B tests for marketing visuals, improving CTR and validating hypotheses faster
- Collaborated tightly with PMs, analysts and engineers on product improvements

STEADY BEAT (2019 - 2023, 4 years) Creative studio Retailer Event E-commerce

- Designed corporate websites and desktop applications from concept to final delivery
- Created brand identities and multi-channel communication assets for startups and established companies
- Led art direction for cross-functional teams and presented design solutions to stakeholders

AT CONSULTING (2020 - 2021, 1 year) B2B service development

- Designed user dashboards, CRM interfaces, and internal workflows for enterprise clients
- Created landing pages for new products, improving comprehension and conversion
- Delivered scalable design assets for internal departments and partners

ATOL (2020 - 2021, 1 year) B2B service development

- Developed visual concepts and landing pages for new digital products
- Produced illustrations and communication assets for internal teams

EDUCATION

INSTITUTE OF MODERN ARTS (2007 - 2012)

Bachelor's degree graphic design

SKILLBOX (2018 - 2019)

UX/UI

TILDA (2022 - 2023)

Web design Tilda