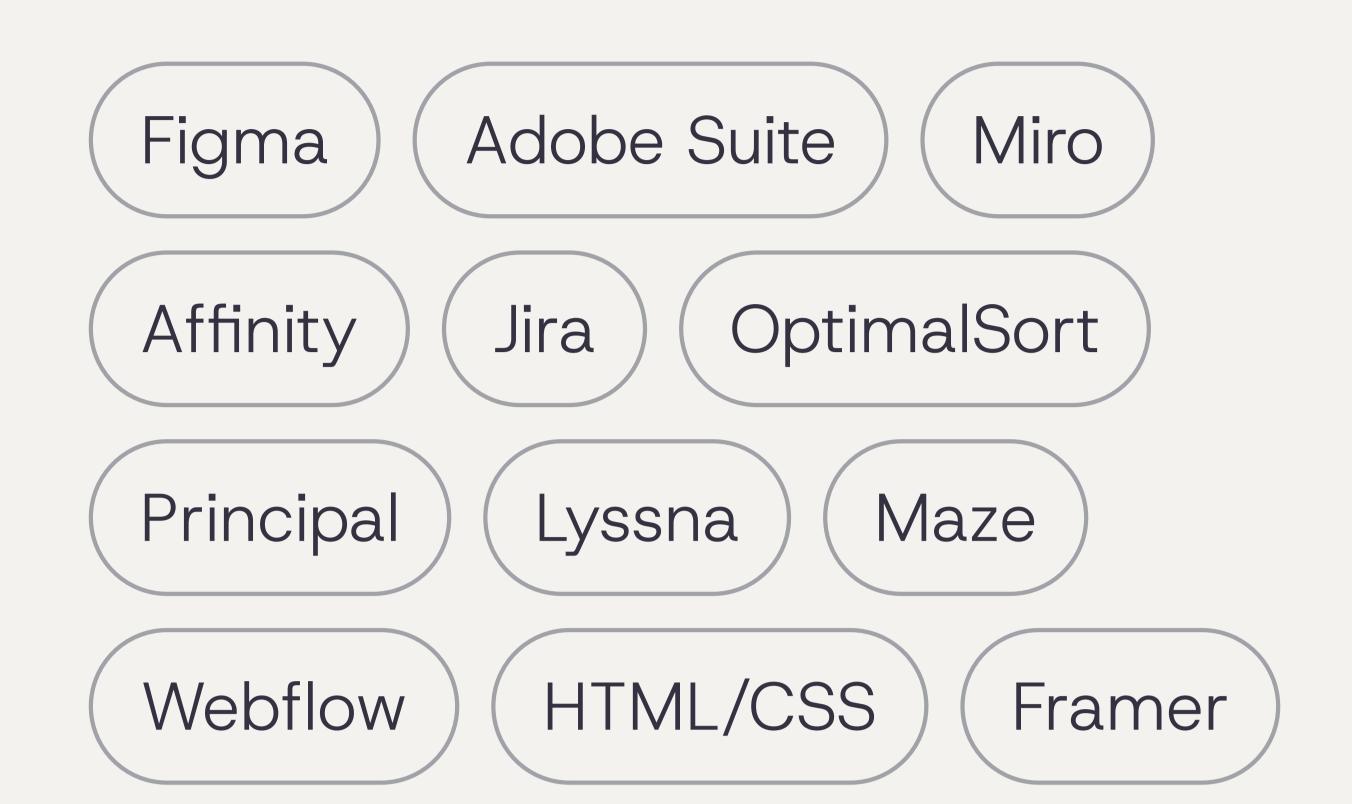
SVETLANA ATORINA

I'm a Berlin-based Product Designer with a total of 7+ in end-to-end product design, user research, usability testing and visual design. I love crafting products that make people's lives a little easier and experiences that feel natural, intuitive and visually engaging. I use iterative approach to turn complex challenges into clear, user-centered solutions that serve both the people using the product and the business strategy behind it.

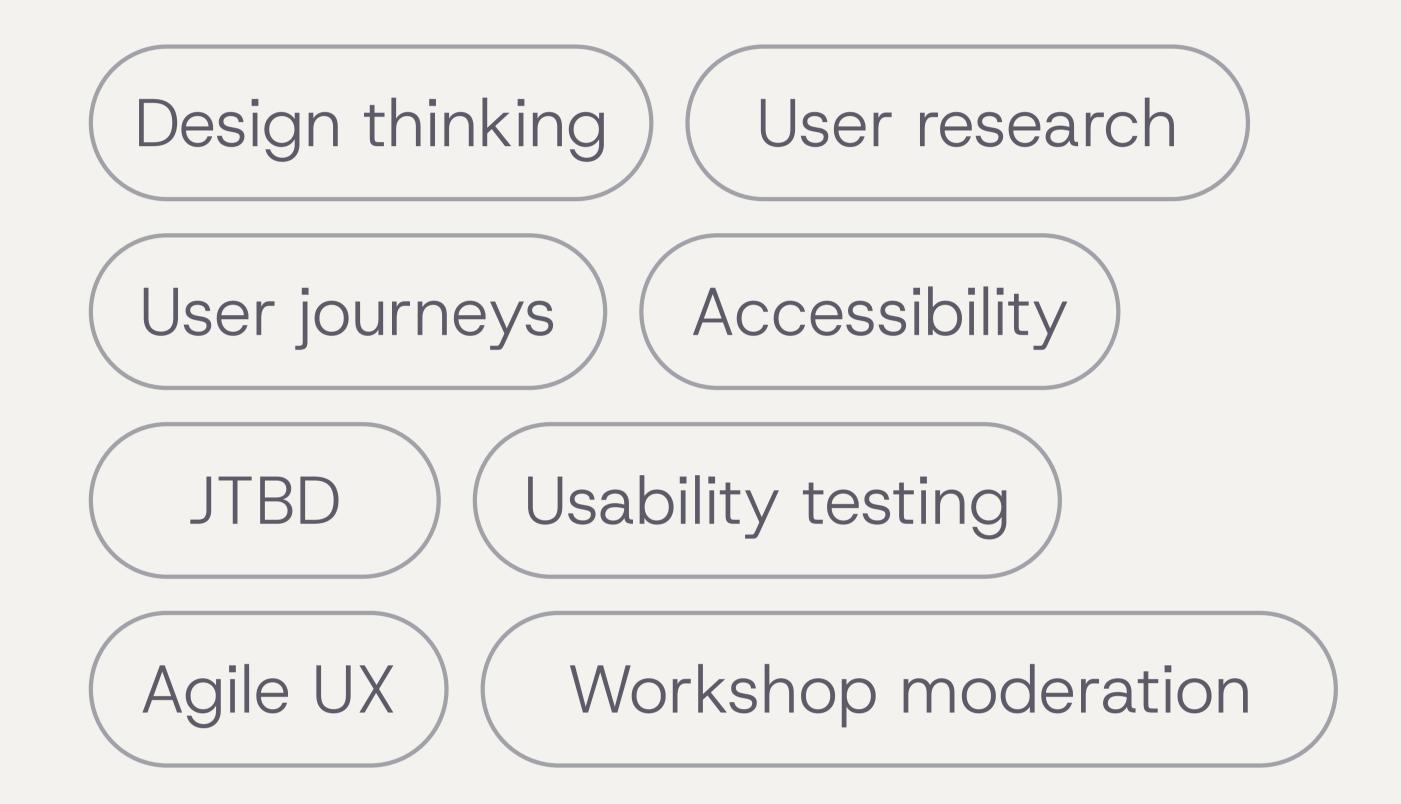
DETAILS

- Berlin
- @ atorina.sv@gmail.com
- https://www.svet-designs.com
 password: knock2025!

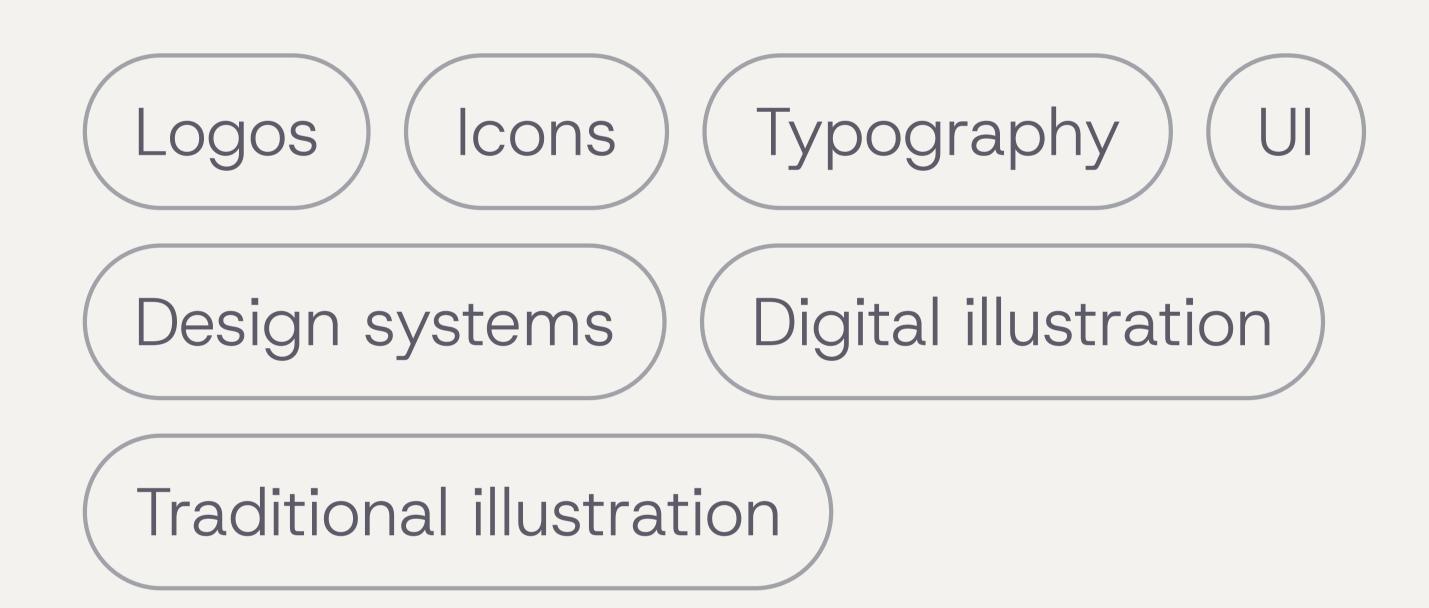
TOOLS



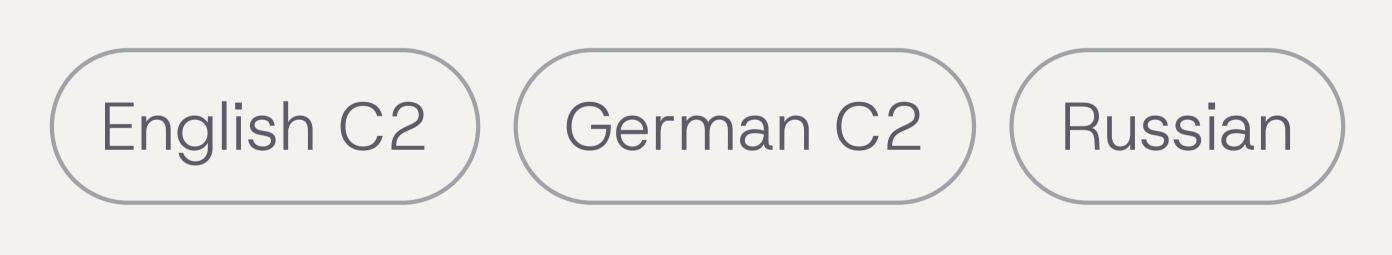
UX METHODS & SKILLS



VISUAL DESIGN SKILLS



LANGUAGES



EDUCATION

Career Foundry

UX/UI Design course 09.20 - 12.21

University of Postdam

Public administration M.A 11.2015

WORKED WITH

Viessmann, Freeletics, DHL, Daimler, Volkswagen, Lacoste, Montblanc, F.A.Z, Jotform

OTHER PROJECTS

Freelance Illustrator

Worked on commissions for album covers, poster designs & merch from 2017

HOBBYS

Traditional & digital Illustration, printmaking, live drawing, 3D Art

WORK EXPERIENCE

wattx GmbH

06.23 - 08.2025 - Product designer

- Led end-to-end UX processes including user research, experience design, testing and documentation through detailed specs and user stories to support development
- Designed intuitive, scalable user interfaces and built and maintained atomic design systems in Figma to ensure consistency and smooth hand-off
- Implemented responsive websites in Webflow including CMS and technical SEO
- Created brand identities, visual assets, social media templates, print materials, and custom illustrations for cohesive brand identity
- Collaborated closely with client teams, facilitating communication and assisting project managers with planning and coordination

Freelance UX/UI Designer & Illustrator

10.20 - ... - Design & Usability testing / part time

- Worked as a usability consultant and carried out usability audits and usability testing for web and mobile product
- Created designs based on client requirements and research data ready for developer handoff based on client requirements
- Built and maintained design systems
- Created visual assets, presentations, infographics and illustrations on demand

Test IO / EPAM GmbH • B2B platform for functional and usability testing

01.05.2020 - 31.10.2022 - Senior Customer Project Manager 15.02.2017 - 01.05.2020 - Customer Project Manager

- Planned, conducted, and analyzed remote qualitative usability tests (think-aloud and survey-based) throughout the product lifecycle, translating findings into actionable insights for client management.
- Trained and supported client teams in Product Management, Development, and UX/UI Design on executing and integrating manual functional and qualitative usability testing into their workflows.
- Acted as a user advocate in internal product development, collecting and interpreting qualitative and quantitative data to inform usability improvements and define user stories.
- Developed training materials and led workshops on usability research methods, testing best practices, and user-centered design principles for internal project and sales teams.