

DINA SHIBAKOVA

PRODUCT & UX DESIGNER

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EXPERIENCE

Product & UX Designer

Freelance, Remote Nov 2022 - Present

- Designed onboarding flow for a SaaS tool (pricing automation platform), simplifying complex workflows to increase onboarding flow completion.
- Designed an adaptive website for a digital tool enabling product card infographic creation on e-commerce marketplaces.
- Created wireframes and prototypes for CRM and fintech products.
- Optimized and simplified complex user flows for mobile finance and pricing automation platforms.

IT Project Manager

SmartSky (NW RCAI), Russia Apr 2022 - Nov 2022

Software development for commercial aviation

- Managed cross-functional teams (iOS, Android, backend, QA, UX) to deliver complex software solution for the aviation industry (Electronic Flight Bag Applications).
- Conducted in-depth user interviews with Boeing and Airbus pilots, translating insights into actionable product requirements.
- Collaborated closely with UX designers to improve usability.

IT Project Manager, Global PMO

Nokian Tyres, Russia and remote Jun 2018 - Dec 2021

Tire manufacturer

- Led two cross-functional IT projects, implementing B2B and B2B2C business solutions. Collaborated with both local and global tech contractors and major B2B automotive clients (including Volkswagen Group, Mercedes, Renault, etc.). Successfully delivered all projects on time and within budget, exceeding business objectives and driving an increase in incremental sales and marginality.
- Managed ERP and B2B portal development in China, including stakeholder requirement gathering, budget management, and negotiations with local contractors.
- Coordinated a portfolio of 30+ IT projects across Russia and Asia, handling budgeting, reporting to the HQs in Finland, and providing project management support.
- Actively contributed to corporate project management model and practices, mentored other project managers and conducted group training sessions.
- Promoted from Portfolio Coordinator to Project Manager in 2020.

EDUCATION

MSc in Economics and Business Administration, 2012-2015

Norwegian School of Economics, Norway

Master of International Management (CEMS), 2013-2015

University of Sydney, Australia
Norwegian School of Economics, Norway

Bachelor of Management, 2008-2012

St. Petersburg State University, Russia
National University of Singapore, Singapore

CERTIFICATION

Google UX Design Certification, 2025

SKILLS

UX DESIGN

Research User Personas CJM
User Interviews Wireframing
Adaptive design Prototyping

TOOLS

Figma Miro Jira
Confluence MS Office

OTHER

Project management
Cross-functional collaboration
Workshop facilitation
Remote work Presentations

LANGUAGES

English - Fluent
Russian - Native speaker
Spanish - Beginner