Lydia Petrova | Product Designer

4zangao@gmail.com
+37257841386
Linkedin
Portfolio

Award-winning designer with 12 years of experience across digital products, web and mobile, and a Master's degree in Interaction Design.

Awards

Kuld Muna 2023 - Gold

Iglucraft website
iglucraft.com

Kuld Muna 2025 - Shortlist

Jõekääru
joekaarulinnak.ee

Skills

Technical

Figma, Principle, Claude, Affinity Designer, Adobe Creative Suite, Basic HTML/CSS

Languages

English - C1, Russian - Native, Estonian - B1

Experience

DUX design studio | UI/UX Designer

dux.ee

Dec 2018 - Present, Tallinn, Estonia

Collaborated with Telia, Swedbank, Bob W, Iglucraft, Thermory and Silen.

- Created wireframes, prototypes and UI design using clients' brand identity and visual guidelines.
- Collaborated with early-stage startups, from MVPs to ongoing feature development and improvements based on user and business feedback.
- Designed and iterated on new features for web and mobile products, using clients' existing design systems or creating new ones.
- Collaborated closely with developers to ensure that live products matched the designs and to create micro-interactions and animations.
- Conducted usability testing to validate ideas and find UX issues.

Estonian Academy of Arts - Interaction design | Course mentor

Mar 2023 - May 2023, Tallinn, Estonia

- Mentored first-year students during an Interaction Design course.

Upwork · Freelance | UI/UX Designer

Jan 2017 - Dec 2018, Remote

- Managed end-to-end design projects, from client communication and UX/content reviews to UI design and developer handoff.
- Designed websites and landing pages for small businesses.

iKantam | User Experience Designer

Dec 2015 - Mar 2017, Belarus, Minsk

- Worked on wireframes, high-fidelity prototypes and design of platforms and mobile interfaces for e-commerce and service platforms.

NEKLO LLC | Graphic Designer

Dec 2013 - Jun 2015, Belarus, Minsk

- Created promotional materials for print and web, layouts for website banners and e-mail.

Education

Estonian Academy of Arts | Master of Arts - MA, Interaction design

Sep 2018 – May 2020, Tallinn, Estonia

- Graduated with Cum Laude.
- Collaborated with Spotify, Bolt, Elisa and Statistics Estonia for student projects.
- Wrote master thesis about building body confidence in women through shopping and defended it with grade A.

School of Business and Management of Technology of Belarusian State University | Bachelor's degree, Web Page, Digital/Multimedia

Sep 2011 – Jun 2013, Minsk, Belarus

British Higher School of Art and Design | Intensive course

Feb 2015 – Feb 2015, Moscow, Russia

Minsk State Linguistic University | Bachelor's degree, English and literature

Sep 2005 – May 2010, Minsk, Belarus

Important links

Linkedin profile www.linkedin.com/in/lydia-petrova-b3161928a

Portfolio readymag.website/u94504220/5609716/