

Natalia Borisova

PRODUCT DESIGNER, UX/UI DESIGNER



CONTACT

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SUMMARY

Strategic design leader with over 15 years of experience in digital products and 6+ years in creative leadership roles. Specialized in architecting complex B2B/B2C ecosystems, large-scale web systems, and high-fidelity design systems. Proven track record of bridging the gap between business goals, engineering constraints, and user needs. Experienced in scaling design teams, mentoring talent, and driving product strategy from concept to successful release.

TECHNICAL STACK & SKILLS

- Design Tools: Figma (Expert), Adobe Creative Suite (Photoshop, Illustrator, After Effects), Framer, ProtoPie.
- Product & UX: UX Research, CJM, User Flows, JTBD (Jobs to be Done), Usability Testing, Accessibility, Interaction Design.
- Systems & Infrastructure: Design Systems, UI Kits, Design Tokens, Auto Layout, Scalable Component Libraries.
- Specialized Expertise: B2B SaaS, Complex Dashboards, High-load Systems, Data Visualization.
- Leadership & Soft Skills: Mentoring, Stakeholder Management, Vendor Management, Team Leadership, Product Strategy.

PROFESSIONAL EXPERIENCE

10+ YEARS

Oct 2024 - Nov 2025

[Keenetic](#)

Network Hardware & Software Ecosystem

PRODUCT DESIGNER

- Designed the web platform for router management and network infrastructure (device management, family profiles, security settings, network scenarios).
- Architected complex logic and high-load network management scenarios.
- Developed and scaled the Design System: established color systems, design tokens, and comprehensive UI component libraries.
- Created end-to-end user journeys, interactive prototypes, and production-ready UI.
- Collaborated closely with engineering teams to ensure high-fidelity implementation.

Jan 2023 - Oct 2024

[Bafsy](#)

Software Development

UX/UI DESIGNER

- Led the design for web and mobile applications from concept to launch.
- Developed UI concepts, micro-interactions, and presentation flows.
- Defined the visual language and created graphic assets for diverse digital products.

Mar 2022 - Jan 2023

[Keenetic](#)

Consumer Electronics & Software

UI/UX DESIGNER

- Designed mobile interfaces for a product with an active audience of 1M+ users.
- Optimized user flows and navigation logic to improve app engagement.
- Worked within a cross-functional team of product managers and engineers.

Dec 2020 – May 2022

NAN Agency

Digital Service Agency

UX/UI DESIGNER

- Delivered websites and digital services for a diverse portfolio of agency clients.
- Developed comprehensive brand identities, logos, and visual styles.
- Directed creative photo shoots and visual production.
- Established internal workflows and coordinated tasks between design, dev, and management.

Sep 2017 – Dec 2019

Terramark

Network Hardware & Software Ecosystem

PRODUCT DESIGNER

- Designed a mobile app for parking solutions: user flows, navigation, maps, filters, and booking/payment logic.
- Solved complex UX challenges related to geolocation and urban mobility.
- Managed the product's visual identity and marketing communications.
- Coordinated external contractors and structured internal design tasks.

Nov 2016 – Aug 2017

EastBanc Technologies

US-based IT Consulting

UI/UX DESIGNER

- Designed interfaces for the NYC Taxi App, focusing on driver and passenger efficiency.
- Contributed to the SNOWiQ Driver App for Montgomery County, enhancing real-time logistics UI.
- Developed mobile-first UX scenarios for municipal and commercial services.

Feb 2011 – Oct 2016

Wow digital agency

Creative Agency

ART DIRECTOR

- Headed the creative department, overseeing the design vision for the agency.
- Developed digital solutions and concepts for global brands (Coca-Cola, Heineken, Nestlé).
- Managed and mentored a team of 5 designers, including hiring and performance reviews.
- Established and optimized design production processes to maintain high-quality output.

EDUCATION

Barnaul

Sep 2002 – Jun 2008

Graphic Design

Altai State Academy of Culture and Arts