Elina Sazonova

Senior Product Designer · B2B and enterprise products

Astana, Kazakhstan · Remote, open to relocation

ellisazonova.com elinasazonova.design@gmail.com LinkedIn Telegram @elina_sazonova

SUMMARY

Product designer with 4+ years in interface design for complex B2B and enterprise products: multi-role, regulated processes, dense forms and tables. I run research, teach teams to do it, and back decisions with UX and product metrics

EXPERIENCE

Raiffeisenbank / Senior Product Designer — Jun 2026 – Present

Product Designer — Oct 2024 – Jun 2026

ColSy, the bank's internal collateral platform, replacing a legacy system for 12 user groups

- Designed 9 end-to-end flows for 3 roles, from insurance and collateral contracts to file-based object upload: an insurance contract is now created 52% faster, a payment 21% faster
- Led research with a colleague: 60+ in-depth interviews in a year; ran a workshop and trained 38 people from 5 feature teams to run interviews end to end
- Maintain the ColSy component and pattern library to community standards; unified modals and restructured the Figma workspace
- Run design review of the build and a design-debt backlog agreed with the PO; set up UX and product metrics with an AI agent
- Help teams new to UX adopt a product process; run stakeholder reviews and community retros; letter of thanks from the design director

Pinkman / Interface Designer — Oct 2022 – Sep 2024

Design studio. Clients: Hamkorbank, X5 Group, Rosgosstrakh, Gazprom Neft, Rosbank, OTP Bank, Sber, Fun&Sun

- Hamkorbank: redesigned a retail bank's website based on user interviews and the bank's research; added online card applications; the site has run on this design for 3 years
- Rosgosstrakh: designed 2 major sections of an insurance agent portal in 3 months, 100+ scenarios and edge cases for 3 roles; defended decisions before a 50-person working group
- X5 Dialog: sales landing page for X5 Group's analytics product, with a 4-plan comparison that turns into cards on mobile
- Also: OTP Bank feedback form for mobile, Gazprom Neft supplier portal MVP, Rosbank digital ruble wallet, X5 pallet-receiving tablet app

Meetorra / Product Designer — Jul 2022 – Oct 2022

- Designed a BIM model library for an architecture studio (home page, model card, cart) and built its UI kit from scratch

REDMADROBOT / Design Intern — Mar 2022 – Jul 2022

SKILLS

Research	In-depth interviews, usability testing, focus groups, unmoderated tests, research synthesis, training teams to run interviews
Design	UX/UI, end-to-end design, complex B2B and enterprise systems, workflow design, role-based access, forms and data tables, information architecture, prototyping, design systems: component and pattern libraries
Metrics	UX metrics: time on task, error rate, task success rate; CSAT, MAU/DAU, product analytics; metrics setup with AI agents
Collaboration	Cross-functional teams, meeting facilitation, product process adoption, stakeholder management, Agile
Tools	Figma, Miro, Notion, Pathway, Claude, Claude Code, ChatGPT, Codex, VS Code, GitLab, GitHub

EDUCATION AND LANGUAGES

2013 – 2018	Specialist degree, Railway Engineering (railways, bridges and transport tunnels)
Courses	AI-Native Product Designer, Pixel (in progress) · UX Research for Designers, Yandex
Languages	Russian — native · English — B1