

Victoria Melnikova

Senior UX/UI & Product Designer · Design Systems · AI-Driven UX · UX Research

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LinkedIn · Portfolio

PROFESSIONAL SUMMARY

Senior UX/UI Designer with 10+ years of experience building high-scale global products (20M+ MAU). Expert in aligning product goals with user needs to deliver measurable ROI. Proven track record of driving revenue (3x growth), doubling development speed via scalable Design Systems, and leading cross-functional teams in international environments.

CORE SKILLS

- **Design:** Product Design, UX/UI Design, Scalable Design Systems, Mobile (iOS/Android) & Web, Prototyping, IA.
- **Research:** User Interviews, Usability Testing, A/B Testing, Design Thinking, Concept Validation, Data Analysis.
- **Leadership:** Team Mentoring, Stakeholder Management, Agile/Scrum, Cross-functional Collaboration.
- **Tools:** Figma, Adobe Creative Suite, Framer, Jira, Miro, Zeplin, AI-driven UX methodologies.

PROFESSIONAL EXPERIENCE

Senior UX/UI Designer | wetter.com

Berlin (Hybrid) / Abu Dhabi (Remote) · Dec 2022 – Present

- **Leadership:** Directed design for three core products (Mobile App, Web, Rainradar), ensuring a consistent experience for 20M+ users.
- **Business Impact:** Increased Rainradar visits by 5% and boosted user satisfaction scores by 15%.
- **Growth & Retention:** Optimized Android Forecast pages, leading to a 2% increase in visits and improved app retention.
- **Efficiency:** Built a scalable Design System that accelerated delivery and reduced cross-platform inconsistencies.
- **Innovation:** Launched high-impact features (Pollen, Ski Areas, UV Index) and integrated AI-driven workflows to accelerate concept validation. Certified AI Designer.
- **Management:** Mentored a design team and facilitated alignment between Product, Engineering, and Marketing.

Career Break — Sabbatical, Freelance & Relocation

Feb 2022 – Dec 2022

- Relocated to Germany, took on independent freelance design projects, and used a planned sabbatical to focus on skills and research.

Senior Product Designer / Product Manager | amma Pregnancy Tracker

Moscow (Hybrid) / Berlin (Remote) · Feb 2021 – Feb 2022

- **Revenue Growth:** Increased iOS subscription revenue by 300% (3x) through monetization UX strategy and flow optimization.
- **Conversion:** Boosted Google Play downloads by 10% by enhancing first-time user experience and conversion funnels.
- **Product Launch:** Led the redesign and launch of a new ecosystem app, achieving Retention D1 > 10% (Product-Market Fit).
- **Systems Thinking:** Developed a structured animation framework and a design system that doubled development speed.
- **Leadership:** Managed a team of designers, elevating quality standards and strengthening developer handoff processes.

Lead UX/UI Designer (Promoted from Middle) | Mobile Dimension

Moscow · Sep 2016 – Jan 2021

- **Retail Impact:** Increased average customer receipt by 22% and in-app upsells by 12% for a major home equipment retailer.
- **Enterprise Scale:** Led design for Qvalon, supporting 21,000+ locations and 100+ B2B enterprise clients.
- **Advanced UX:** Developed "Engy Health" (Health-tech) in collaboration with NASA Human Research Program partners.
- **Mentorship:** Built and managed a high-performing design team and established a Design Thinking culture company-wide.

UX/UI Designer | GMCS

Moscow · Mar 2015 – Sep 2016

- **Energy & Infrastructure:** Built information-dense internal portals and real-time telemetry dashboards for a state oil-pipeline operator (transporting ~80% of the country's oil), monitoring thousands of industrial nodes.
- **Sovereign Investment:** Designed high-trust analytical dashboards for RDIF — a sovereign wealth fund partnering with UAE's Mubadala and ADIA — and for PJSC Rosseti, a top global grid operator; priority on data integrity and security.
- **Public Services:** Delivered a unified logistics and citizen-services ecosystem for the national postal operator (comparable to Emirates Post), bridging data-heavy back-office portals and frontline mobile tools.
- **Field Service:** Created high-contrast, WCAG-compliant field interfaces (Mobile Inspector) for engineers in extreme conditions at chemical and power-generation plants.

Graphic Designer | X5 Retail Group

Moscow · Jan 2014 – Feb 2014

- Developed visual brand identity and POS materials for major retail chains.

EDUCATION

Master's Degree in Computer Science in Economics

National University of Oil and Gas "Gubkin University" · 2014 – 2016

- Specialization: Automated Information and Control Systems in Economics. Grade: Excellent (GPA 5.0/5.0 equivalent).

Specialist Degree in Computer Science

National University of Oil and Gas "Gubkin University" · 2009 – 2014

- Automated Systems for Information Processing and Control. Equivalent to a combined Bachelor's + Master's by international standards. Grade: Good (GPA 4.0/5.0).

LICENSES & CERTIFICATIONS

- AI Designer – Logomachine (Feb 2026) · 125 study hours on Artificial Neural Networks and AI integration.
- Foundations of User Experience (UX) Design – Google (Sep 2024).
- Design Thinking – Lab Wonderfull (Jan 2018).
- UX & UI Design: Mobile – British High School of Art and Design (Jul 2016) · Lean UX, Mobile UX/UI.
- Web Design Certification – HIGHLIGHTS Web Design School (Feb 2015).