

NINA TROSHEVA

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PROFILE

A dedicated product designer with about 10 years experience of building complex multi-lingual, large scale b2b and b2c solutions for web and mobile apps. Complex problems solving in a creative way within in the UK and internationally, in agile methodology by using appropriate tools and techniques for customer-focused work. For effective collaboration I try to listen to colleagues with respect and integrity so that together we can create solutions that work for both the business and for the user.

EXPERIENCE

Senior UX Designer, JP Morgan & Chase — 2020-Present

Designing digital experiences for high-profile clients and their financial advisors within wealth management team. That includes complete redesign of client relationship suite for thousands advisors with a primary focus on improving their business efficiency. Responsible for end to end design process, coordinating product, tech, research and external design teams to deliver best in class private banking experiences.

Senior UX Designer, Kingfisher Plc — 2018-2020

Delivered digital products for globally recognised brands (B&Q, ScrewFix and Castorama) with a focus on customer experiences across channels and platforms in a scaled agile environment. Responsible for end to end design process, including gathering requirements from business stakeholders, framing design brief, liaising with research, analytics and engineering teams to ensure happy cooperation and profitable customer journeys across all digital products. Led design team, managed workflow, mentored junior colleagues, recruited and on-boarded new team members.

UX Designer, Kingfisher Plc — 2015-2018

Seconded to Fjord, part of Accenture Interactive — 2016-2018

Worked with teams from the UK, France and India to improve the work experience for millions of retail store colleagues across Europe by introducing a new range of digital products including in- store mobile payments and a new EPOS interface. Responsible for ongoing deliverables, including sitemaps, user journeys, user flows and wireframes.

Research Assistant, Kingston University London — 2014-2015

Supported delivery of interdisciplinary projects undertaken by the University by planning research activities, analysing insights and transforming those into design concepts.

UX / UI Designer, Apps Ministry Llc — 2012-2013

Supported a start-up in delivering an award-winning experience (Best Regional Tourist Guide App, 2012).

Freelancer — 2010-2012

Started a career as a full stack designer working on the edge between analogue and digital experiences. Projects included brand identity, illustration systems, photography and web designs.

EDUCATION

2013 – 2014, MSc User Experience Design at Kingston University, London

2010 – 2012, MSc Project Management at Higher School of Economics, Russia

2006 – 2010, BSc Management at Higher School of Economics, Russia

2000 – 2005, Fine Art Studio, Russia.