

Marianna Kroz

PRODUCT DESIGNER

<http://kroz.design>

marianna@kroz.design

+972 53 865 8847

LinkedIn

PROFESSIONAL SUMMARY

I am a seasoned product designer with a focus on B2B data-heavy products. Over the past 6 years, I have focused on empowering professionals to enhance their work efficiency. Hands-on across the entire product life cycle, from UX research and analysis to defining user flows, designing screens, and creating interactive prototypes, concluding with the specs to R&D.

With 16 years of diverse experience in product, UI-UX, visual, and marketing design, complemented by a master's degree in psychology, I integrate design expertise with a scientific understanding of human perception to create user-centered solutions.

EXPERIENCE

Product Designer, Agmatix (ICL Group) – data-driven agronomy solutions

May 2022 - Feb 2024.

Within 2 years I was responsible for the product design of the following solutions:

Agmatix Insights, an analytical data platform for agronomic researchers.

- Led the redesign of the dashboard widget builder, optimizing the UX for the primary scenario.
- Streamlined the user flow, resulting in a notable drop in error rates.
- Implemented innovative features, including an AI-based assistant, interactive dashboard, and conditional filters, enhancing the product's overall functionality and value proposition.
- Aligned the UI with the latest industry accessibility standards and the company's branding.

Agmatix Mobile App, an operational tool for agronomic technicians performing field tasks.

- Successfully improved usability within existing constraints, despite the challenge of balancing the specific environmental requirements such as users operating in gloves, under direct sunlight.
- Optimized the navigation and most common scenarios, backed up with prototype testing
- Redesign of the main home screen layout, add multiple new requested features
- Leveled up the UI with custom illustrations and animation

Sustainability Center, a solution for reducing environmental footprints and optimizing regenerative agriculture.

- Transformed complex scientific data into an easily digestible, yet sophisticated dynamic dashboard.

UI & UX Designer, Solitics – marketing automation platform.

Jan 2021 – Nov 2021.

- Conducted a UX study to identify pain points. Turned the findings into actionable improvements such as a dynamic data dashboard and optimized campaign builder.
- Designed a content creation functionality, enhancing product efficiency for major clients.
- Consolidated UI elements into a design system, ensuring consistent behavior across all sections.
- Collaborated with marketing and customer success teams, addressing UX problems based on competitor analysis and client feedback.

UI & UX Designer, Elminda – brain health MedTech.

Aug 2019 – Nov 2020.

- Initiated a UX study using the Customer Journey Map method to map user pain points.
- Enhance web application usability, redesigning the layout that accelerated data retrieval.
- Unified and improved the readability of system reports, enabling faster and clinical decision-making by highlighting potential warnings in a standardized visual language.
- Improved the success rate of the clinical tests by redesigning the instructions for patients.

UI Designer (internship) SAP Innovation Center Israel,

Oct 2017 – May 2018.

- Accomplished redesign for SAP Brand Impact, an AI-driven image recognition b2b web application platform.

Product & Visual designer Kroz. design, Upwork.com, worldwide. 2014 – 2018.

Marketing and Web Designer, Real estate company Justreal, 2013. Moscow.

Print designer, Publishing house Adamant, Moscow. 2008-2012.

Junior designer, Advertising agency PromoSpace, Moscow. 2007-2008.

EDUCATION

- 2022 SkillBox Service design
- 2022 Bang Bang Education UX methods and usability testing
- 2018-2019 Netology, Moscow Product Design - Diploma
- 2017 Moscow Digital Academy; UI & Web Design - Diploma,
- 2003-2009 Moscow State University, Russia. Social Psychology, Master's Degree

SKILLS

Product Design, Data Driven Design, UX Research, Data Visualization, Dashboard design, Wireframing, Interactive Prototyping, User-Centered Design, Marketing Design, Animation