Marianna Kroz

SENIOR PRODUCT DESIGNER

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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 usability testing.

EXPERIENCE

Product Designer, Agmatix (ICL Group) – data-driven agronomy solutions   **May 2022 - Feb 2024.**

Collaborated with cross-functional teams of product, design, R&D, and agronomy to develop a smooth user experience and visually appealing interfaces for several solutions:

Agmatix Insights, an analytical data platform for agronomic researchers.
- o Led the redesign of the dashboard widget builder, optimizing the UX for the primary scenario.
- o Streamlined the user flow, enhancing the product's overall functionality and value proposition.
- o 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.
- o Optimized the navigation and most common scenarios, backed up with prototype testing
- o Redesign of the main home screen layout, add multiple new requested features

Sustainability Center, a solution for reducing environmental footprints and optimizing regenerative agriculture.
- o Transformed complex scientific data into an easily digestible, yet sophisticated dynamic dashboard.

UI & UX Designer, Solitics – marketing automation platform.   **Jan 2021 – Nov 2021.**
- o Conducted a UX study to identify pain points and turned the findings into actionable improvements.
- o Designed a content creation functionality, enhancing product efficiency for major clients.
- o Consolidated UI elements into a design system, ensuring consistent behavior across all sections.
- o 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.**
- o Initiated a UX study using the Customer Journey Map method to map user pain points.
- o Enhance web application usability, redesigning the layout that accelerated data retrieval.
- o 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.
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

o   2022 Bang Bang Education UX methods and usability testing
o   2018-2019 Netology, Moscow Product Design - Diploma
o   2017 Moscow Digital Academy; UI & Web Design - Diploma,
o   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