Elena Trudik

Lead Product Designer

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elena.trudik.pro · Experience and CV online · Behance

I have 15 years of design experience, including 8 in product design. I specialize in CRM and mobile apps and have also managed products and marketing.

Work experience

See-to · 01.2026–11.2026
Lead Product Designer
Discovery and booking app, restaurant admin panel and web interfaces.

Every / Phoenix Pass · 07.2025–01.2026
Lead Product Designer
Brand identity, mobile app, website, eSIM service and design system.

Paloma POS USA · 01.2024–07.2025
Senior Product Designer
Brand identity, POS terminal app redesign, design system and web design.

Broniboy · 12.2020–05.2022
Product Owner B2C / CMO
Product and marketing for food delivery, a team of up to 20, and app redesign.

Lucky Bike · 08.2018–12.2020
Product Designer
Bike-sharing concept, franchise launch, positioning and app improvements.

Freelance · 01.2013–02.2018
Web Designer
More than 100 web design, brand identity and illustration projects.

E-house · 08.2011–08.2013
Senior Designer
Progressed from content manager to senior designer. Web design and handoff.

Projects and skills

Selected work

Broniboy · 2020–2022

Customer and restaurant apps for a food delivery service. User flows and CJM, new features, UI/UX redesign and design reviews.

Case study: elena.trudik.pro/en/broniboy/

Event.Date · 2025

Mobile MVP design: user flows, interfaces, components and icons.

Case study: elena.trudik.pro/en/event-date/

Ekaterininskaya Clinic · 2024

App flows and interfaces based on the marketing department's research.

Case study: elena.trudik.pro/en/ekaterininskaya/

Skills

UX research, customer development, usability testing and hypothesis testing. JTBD, customer journey mapping, user flows, prototyping, UI/UX, infographics and design systems based on Atomic Design.

Languages: Russian (native), English (B2).

Education: Petlyakov Aviation College, software for computer and automated systems.

Tools

Design: Figma (components, Auto Layout, plugins), Adobe CC (including InDesign), Affinity Designer. Basic HTML and CSS.

Collaboration: Miro, Notion, Microsoft Office, Google Sheets. Design documentation and developer handoff.

Tasks and processes: Jira, Trello, Monday, Basecamp, YouTrack. Agile: Scrum, Kanban; Waterfall.

Analytics: Amplitude, Adjust, AppMetrica, Yandex Metrica, Metabase, Google Analytics.

Communications: OneSignal, CleverTap.

AI tools: AI agents and custom skills for design tasks. I build websites and services to test hypotheses quickly.

Entrepreneurial experience

2023–2025 · **Koshka Zhena** — A delivery kitchen and two cafés.

2019–2022 · **Trud Clothes** — Independent clothing brand.

2010–2014 · **Partiya Ruk** — Arts and crafts supply shop.

My digital projects

MagicLoop is my own product in development. I am working through user flows, states and saving progress during knitting. I also built trudik.pro and elena.trudik.pro myself.