

Catherine Peregudova

Product Designer

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Product Designer with 7 years of experience creating user-friendly digital products and working with cross-functional teams. Strong background in UX and UI, skilled in building product roadmaps and improving processes for smooth collaboration with stakeholders. Use research and data to guide design decisions and increase user engagement.

PROFESSIONAL EXPERIENCE

Product Designer & Product manager at ATOM Jan 2024 – Sept 2025

Worked on the digital ecosystem of ATOM — a next-generation electric vehicle co-developed with major Chinese partners.

- Led discovery, evaluation, and integration of IT solutions for in-car services and partner apps.
- Analyzed market, user, and internal requirements to shape product direction and cut redundant iterations by ~15%.
- Designed IA, user flows, BPMN diagrams, and prototypes, improving engineering alignment and reducing rework.
- Coordinated a cross-functional team of 15 specialists and managed delivery of MVP features and content platform.

Head of design at Geosemantica LLC Jul 2023 – Dec 2023

Led the design function for enterprise, high-load platforms including GIS and data-heavy systems.

- Delivered redesigns for complex enterprise interfaces from concept to development handoff.
- Improved usability of data-intensive workflows, reducing errors and support inquiries.
- Worked with QA and Front-end teams to cut design-to-development mismatches by ~20%.
- Created and maintained a UI Kit that strengthened consistency across product modules.

Lead Designer UX/UI at Nedra Digital Mar 2021 – Jul 2023

Designed multifunctional platforms for analytics, KPI monitoring, big data operations, and administrative processes.

- Produced interface layouts across modules, improving clarity of analytical and operational workflows.
- Standardized patterns across the platform, reducing onboarding time for new users by ~20%.
- Developed prototypes and scenarios supporting feature planning and product decisions.
- Partnered with engineering teams to ensure predictable delivery and interface consistency.

Designer UX/UI at Gazpromneft Sept 2019 – Mar 2021

Designed internal enterprise applications and contributed to improving design processes.

- Created interfaces for user apps and analytical systems within internal software products.
- Conducted interface testing and provided recommendations to improve usability and implementation quality.
- Introduced updated methodologies and standards to streamline design workflow.
- Supported product launches and early adoption stages, resolving UX issues during rollout.

APPROACH

Structuring and Logical Design

Before creating visuals, I first analyze the product. Using CJM, JTBD, information-functional models, and navigation maps, I define the skeleton of the future product. This structured approach ensures a coherent and intuitive user experience.

Attention to Detail

I believe the best design is the one that goes unnoticed. If a user can solve their problem effortlessly, without stumbling over flashy solutions, it means the design has done its job. My goal is to create seamless experiences that feel natural and intuitive.

Invisible and Empathetic Design

I believe user trust is earned not only through well-thought-out UX flows but also via clean, error-free UI. Pixel-perfect design and minimalism help create interfaces that feel reliable and polished.

EDUCATION

Bachelor in Computer graphics and design ITMO University, Saint-Petersburg (2015-2019)

- Interface Design, Multimedia, Graphics, Color Theory, Typography, Basics of Programming
- IT Project Management
- English for Professional Purposes

SKILLS

Product design: UX/UI, Visual Design, Interaction Design, Design Thinking, UX Research, Usability Testing

Design systems: Tokens · Components, Information Architecture, Documentation

Leadership: Mentoring, Cross-team · Collaboration, Design Assistance, Public Speaking, Resiliency

Corporate software: Jira & Confluence, Storybook, GitHub, Telegram, Slack, Zoom, Loom, Miro

Tools: Figma, Adobe CC, VS Code, Notion

Languages: Russian — native, English — B2