

Jane Marukhina

UX Designer · Product Designer, Toronto ON

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Hi, I'm Jane. A designer with a background in computer science, advertising and business. I specialize in user research, user experience and interface design and get an extra kick from solving complex business problems through human-centric design. On the side I work to evolve my mobile app Argentum Camera.

WORK EXPERIENCE

08/2018 – 01/2020 Dusseldorf

Proximity, Experience Designer

Researched, prototyped, validated and delivered web and mobile user experiences for SMBs selling on Amazon, Porsche GTS fans and a local video production startup.

08/2017 – 07/2018 Dusseldorf

TBWA\, Jr. Digital Art Director

Created ad concepts, delivered production-ready digital assets and optimized web experiences for Nissan and Allianz. Advocated for digital design inside a traditional agency and mentored non-digital Art Directors.

11/2015 – 04/2017 Frankfurt, Dusseldorf

Ogilvy & Mather, Jr. Digital Art Director

Led the research, prototyping and user testing of interfaces for the first Nescafé Dolce Gusto office coffee machine, launched in 2018.

Took part in the end-to-end process to design and deliver a Nescafé Dolce Gusto loyalty program mobile app; responsible for defining user flows, collaborating with engineers to identify API integrations, prototyping a solution and delivering production-ready designs.

Worked on ad concepts, web and mobile customer experiences for Allianz, Aldi, KFC, IBM, Nestlé and Coca-Cola.

01/2015 – 06/2015 New York

J. Walter Thompson, Intern

Concepts and design for Banana Boat, Puma, Berocca, Rolex, Macy's, Nestlé. Concept and UX for the agency's intern recruitment website.

10/2014 – 12/2014 Prague

Y&R, Intern

Worked on ad concepts, client presentations and draft layouts for Forbes, Lego and ING.

HONORS

2018 The Kissing Bills

Cannes Lions – Outdoor Lions Shortlist
NY Festivals Advertising Awards – Finalist

2017 The Nic Cage Rage Page

Creativity International Awards – Gold

2016 Argentum Camera

Red Dot Communication Design – Winner

2016 Lego Vision

Clio Awards – Silver
Creativity International Awards – Bronze

2016 Hutch – Beacons for the Homeless

Creativity International Awards – Bronze

2015 Lego Vision

ANDY – Gold; YGA – Finalist

2015 Hutch – Beacons for the Homeless

Future Lions – Shortlist

2014 Flightsearchr website

AWWARDS – Honorable Mention

EDUCATION & CERTIFICATES

2019 +Acumen and IDEO.org

The Course for Human-Centered Design

2013 – 2015 Miami Ad School, Hamburg

Art Direction Portfolio Program

2003 – 2009 Higher School of Economics, Moscow

MSc. Business Informatics

SKILLS

User research planning and facilitation · Ideation · Wireframing and prototyping · Usability testing · Design according to HIG and Material standards · Production ready design delivery

TOOLS

Sketch · Principle · Miro · Overflow · InVision · Zeplin · Figma · Webflow · Adobe Creative Suite