

Margarita Maal

Product (UI UX) Designer

Amsterdam, Netherlands

Senior/Lead Product Designer with 8+ years of experience designing end-to-end digital products for mobile and web. Strong background in design systems, advanced prototyping, and user-centered research. Proven ability to lead design initiatives, mentor designers, and collaborate cross-functionally to deliver measurable business impact.

EXPERIENCE

Senior Product Designer

Just Eat Takeaway · 2022 – 2025

- Led end-to-end design for key product initiatives across mobile and web platforms.
- Built and maintained scalable design systems to ensure visual and interaction consistency.
- Collaborated closely with product managers, engineers, and researchers to align design with business goals.
- Conducted usability testing and A/B experiments to validate design decisions and improve conversion and engagement.
- Mentored junior designers and contributed to design process improvements.

Lead UI UX Designer

Immergion Ltd. – Tonus App · 2019 – 2021

- Owned the full UX/UI lifecycle from discovery to delivery for a consumer mobile application.
- Defined information architecture and interaction patterns based on user research.
- Delivered high-fidelity prototypes and design specifications for development teams.
- Worked directly with stakeholders to translate business requirements into intuitive user experiences.

Sr. UI UX Designer

Oktos Messenger · 2019

- Designed messaging flows and interaction models with a strong focus on usability and performance.
- Rapidly iterated on designs based on user feedback and technical constraints.

UI UX Designer

CheckBack · 2018

- Designed web and mobile interfaces focused on clarity and ease of use.
- Conducted usability testing sessions and synthesized insights into actionable improvements.

UI UX Designer

Upwork (Freelance designer) · 2016 – 2018

- Delivered UX/UI solutions for multiple international clients across different industries.
- Managed projects independently, from client briefing to final delivery.

Jr. Project Manager

Proliv Ltd. · 2013 – 2015

- Supported project planning, timelines, and cross-team coordination.
- Developed strong organizational and communication skills later applied to design leadership roles.

CONTACT

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EDUCATION

Web-design and computer graphics

Belarusian State University
2008 - 2013

CORE SKILLS

Design and UX

Figma / Sketch / Principle /
Photoshop / Illustrator

Advanced Prototyping
Information Architecture
Usability Testing
Research Methods
A/B testing
Visual Design
Design System
E2E Design flow
Accessibility

Leadership and delivery

Project Management
Stakeholder Collaboration
Mentorship
Leadership
Design Thinking