



Anastasiia Krupskaia

UX/UI Designer

I'm a UX Designer who combines analytical thinking with empathy. I use research and data to turn complex requirements into clear, accessible, and human-centered solutions.

Professional Experience

Marketer (User & Content Focus)

Jewell Reef | Oct 2023 - Sep 2024

- Created and managed user-facing copy for web, email, and social media.
- Analyzed user behavior and analytics to improve engagement and usability.
- Worked closely with IT, external partners, and brand stakeholders.

Head of Treasury & Workflow Optimization

220 Volt | Nov 2016 - Jun 2022

- Managed budgets and financial resources.
- Led the team and ensured cross-functional collaboration.
- Oversaw banking operations and coordinated with financial partners.
- Streamlined workflows and improved internal processes.
- Applied analytical thinking to optimize complex systems.

Operations & External Logistics Specialist

220 Volt | Oct 2015 - Nov 2016

- Managed foreign currency operations.
- Coordinated banks and suppliers to streamline processes.
- Prepared customs reports and ensured regulatory compliance.
- Optimized workflows and automated tasks via ERP systems.
- Analyzed data to improve processes and support decisions.

Education & Certifications

Methods for Bias Reduction in Responsible AI Design

Hochschule Heilbronn | Nov 2025

Google UX Design Certificate

Google Academy | Mar 2024 - Apr 2025

Master of International Economics

Saint Petersburg Polytechnic University | Sep 2015 - Jun 2017

Management & Entrepreneurship (Erasmus Program)

FHWien University of Applied Sciences | Sep 2013 - Jun 2014

Bachelor of International Economics

Saint Petersburg Polytechnic University | Sep 2011 - Jun 2015

Contact

✉ anakrupskayaa@gmail.com

📍 Münster, Germany

📁 Portfolio

🌐 LinkedIn

Expertise

- UX Research & Usability Testing
- Information Architecture & User Flows
- Wireframing & Prototyping
- Accessibility (WCAG) & Inclusive Design
- UX Writing & Microcopy
- Data-informed Decision Making
- AI-supported UX
- **Figma · Miro · Notion**

Language

English - C1 (fluent)

German - B2 (working proficiency)

Russian - Native