

Kathrine Novikova

Senior Product Designer

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[LinkedIn](#)

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Senior Product Designer with 6 years of experience designing complex B2B products in highly regulated environments. I work best where the problem doesn't have an obvious answer yet, finding creative paths through constraints that would otherwise limit the solution. My approach starts with understanding what users actually need and how that connects to real business goals. I have plenty of ideas, and I put just as much effort into testing them as into coming up with them. I try to learn something new every day and bring that into the work

Experience

Alfa-Bank

1. Crypto Platform Senior Product Designer

Jan 2025 – Present

I own end-to-end design for a new B2B crypto platform serving legal entities and individual entrepreneurs — from early research and system logic through to shipped product, working independently as the only designer on the team. The product sits at the intersection of financial regulation and complex operational logic, requiring the design to stay flexible as requirements shift and the system's logic gets redefined

- Built the client portal foundation from scratch, migrating it from a legacy interface into Alfa-Bank's design system — a full visual and behavioral conversion
- Led a full platform logic rebuild triggered by new crypto regulation: used AI to explore four Informational Architectures variants in parallel, cutting the decision phase by roughly two months
- Shipped MVP 0 to production and is currently scaling MVP 1

2. Factoring Senior Product Designer

Jan 2023 – Jan 2025

This B2B Supply Chain Finance platform connected suppliers, buyers, and the bank in multi-party deals with long, often confusing onboarding flows. As the sole designer on the team, I rebuilt the client journey from the ground up, then later led the effort to merge two parallel product lines into a single, unified system

- Rebuilt the entire client journey from scratch across all 8 flow stages, aligning it with Alfa-Bank's main design system
- Cut document collection time from 14 to 5 days (–68%), reduced support tickets by 58%, and brought deal approval from 4 days to 2 hours (–95%)
- Enabled 25% of SMB contracts to be signed fully digitally
- Led the merge of two parallel product lines (Classic and Agent Factoring) into one unified flow, based on qualitative research with clients and internal client managers
- Grew applications from 881 to 2,424/year and doubled the share of digital applications 20%→40%
- Alfa-Bank became #1 in Russian SMB factoring (26.5% market share); the platform won 1st place at Mercury 2025 "Product of the Year: Trade Platform"

3. Accounting Middle Product Designer

Dec 2020 – Jan 2023

I worked across two B2B product teams: Alfa Business Accounting (web and mobile) and Alfa Document Turnover (mobile), serving individual entrepreneurs and small business owners. I translated legal and tax requirements into interfaces usable by non-experts, working on one of the bank's more heavily regulated product areas

- Conducted in-depth research and added user-driven features, including multibanking integration (Sber, Tinkoff, Tochka, Modulbank, Otkritie) for automatic statement sync and unified tax calculation
- Redesigned the main account interface to surface debts and upcoming payments, resulting in a 45% increase in online tax payments
- Led UX for AUSN, Russia's new experimental tax regime
Alfa-Bank won implementation-partner status against 15+ banks, entering the Federal Tax Service registry as one of the first
- Product recognized #1 for individual entrepreneurs in the Markswebb Business Internet Banking Rank 2022 (82 pts) and #1 in "Rare and Innovative Solutions" (87.4 pts)
- Client base grew 2x during 2022

Made by Mad

Exhibition App Design—Martistel Interactive Experience Designer

Jan 2024 – Mar 2024

I collaborated with design studio Made by Mad on an iPad/TV interface for Martistel's booth at MODEX 2024, an international supply chain and manufacturing trade show — a live warehouse simulator letting visitors design a layout and watch a robotic system handle it in real time. Designed the topology editor, data-input flow, and simulation/results screens, keeping the experience simple enough to complete within a 3-minute demo window

- Designed the topology editor, data-input flow, and simulation/results screens, keeping the experience simple enough to complete within a 3-minute demo window
- The project received an Honourable Mention from Awwwards.com (September 17, 2024) for its branding and design

Education

Korean Language Program TOPIK Level 4 (B2)

2025 – 2026

Kyonggi University

South Korea, Suwon

Bachelor of Arts Design of Mobile Applications

2020 – 2021

British High School of Art and Design

Russia, Moscow

Applied Mathematics and Computer Science Faculty of Computer Science and Control Systems

2017 – 2019

Moscow Polytechnic University (MAMI / MGUP)

Russia, Moscow

Approach

Own it end-to-end

I don't hand off and step away. I stay close to a project from the first sketch through what happens after launch — watching how it's actually used, and adjusting when it doesn't quite work.

Translate complexity

A lot of my work sits between technical or legal logic and the person who has to use it. My job is making that gap disappear, so the interface feels obvious even when what's behind it isn't

Consistency at scale

I care about how a single screen fits into the larger system around it — reusing patterns where they hold up, and knowing when a new one is actually needed instead of forcing an old one to fit.

Skills

Product Design, UX/UI Design, Interaction Design, Information Architecture, Design Systems, Design Strategy, Visual Design, Wireframing & Prototyping, Cross-Platform Design, Multi-Party Systems Design, Stakeholder Communication, Mentorship, User Research, Data Visualization, AI-Assisted Design Workflows, Web, iOS, iPadOS, TV, B2B SaaS, FinTech, Crypto, Web3, GovTech

Languages: English (C1), Russian (Native), Korean (TOPIK 4 / B2), French (A1), Turkish (A1)