ELENA BORISOVA

Design director

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Experience

DeepL

Product and design leader

DeepL is an AI communication startup with over 20k businesses and
1 billion users globally

Key achievements:

☐ **Team leadership:**
Grew and managed diverse product and marketing design teams **from 1 to 35** talented
designers and copywriters

☐ **Culture and process:**
In partnership with analytics team, drove adoption of experimentation and **experimentation
culture**. Trained product and design teams in product discovery and validation. Designed
experimentation metrics that reflect business needs and user behaviour.

☐ **Product and design strategy:**
Driving virality, accounts growth, B2C to B2B pivot and business growth. Strategy on
keeping competitive advantage with the rise of AI products and **leveraging LLM's
capabilities** in DeepL's products.

☐ **User Research:**
Established a foundation for user research and an insight-driven culture. Created **jobs-to-
be-done** classifications based on a variety of qualitative and quantitative sources to help
teams understand the needs of millions of users and drive user-centric decision-making.

☐ **Hands-on work:**
Product design across the Deepl ecosystem including apps. Launch of Chrome extension
and DeepL Write. Data analysis and user research to inform product strategy and decisions.

Design director

January 2023 — April 2024

Head of Product Design

June 2020 — January 2023

**LeasePlan
Digital**

Senior Product Designer

July 2018 — January 2020

Applying design thinking to solve complex problems for an organization going through
digital transformation. Building customer-centric, data-driven culture.

☐ Full cycle product design for complex SAAS ecosystem. From product strategy to

interactive prototypes and UI design (both apps and web), including supporting 15+ developers during implementation. For web and mobile.

- ☐ (In)validating hypothesis using most appropriate methods. Data analysis.
- ☐ Exploratory research and design from new products
- ☐ Helping design and product teams make data based decisions. Driving data informed, customer-centered culture.
- ☐ Changing mindset from corporation-centric to user-centric and from opinion-based decisions to evidence-based decision
- ☐ Setting up and improving team processes driving team performance
- ☐ Design system

Booking.com

Senior UX Designer

August 2014 — July 2018

During my time in Booking I have worked both on B2C and B2B projects such as optimising high traffic landing pages and improving partner experience.

- ☐ Identifying users pain points and business opportunities via research (user research, user feedback, surveys) and quantitative data, and prioritising opportunities based on impact
- ☐ Solution design including UX strategy and small improvements. Creating design vision and splitting it into small actionable steps.
- ☐ Coordinating efforts across multiple teams to create coherent user experience
- ☐ Validating solutions and features via A/B testing and user testing. Analysing data to interpret results and come up with iteration and next steps
- ☐ Changing mindset from corporation-centric to user-centric and from opinion-based decisions to evidence-based decision
- ☐ Mentoring and guiding designers, providing feedback and sharing knowledge

Team Lead and Senior UX Designer

April 2017 — November 2017

Leading multi-discipline team (8 people), responsible for logged in users experience on web and mobile. Working with the Product Owner to define and implement product strategy.

Boostmate

UI&UX Designer, Front-end developer

November 2012 — July 2014

Boostmate is a startup that is building free and commercial tools for Facebook and Twitter, focusing on social graph analysis and exploration. I was responsible for user experience, visual and interaction design; prototyping; front-end development (HTML, CSS, partially JavaScript) using SASS, Mustache, Bootstrap and Foundation frameworks; email campaign design and markup; landing and promo page design. I also collaborated on project planning, strategy and algorithm refinement.

- ☐ Design and development of marketing materials, including mail lists, infographics and gamification elements.
- ☐ Adaptive design and markup of various landing pages.

Web Prime Group

Art Director

August 2011 — August 2012

Web Prime Group is a network of informational and entertainment websites targeting women. As an Art Director, I was responsible for editorial design, email campaigns and commercial projects. I managed a team of 3 designers and freelancers, as well as communications with developers and a marketing department.

Apart from web and editorial design, I was responsible for design and art direction of promo projects, including projects for Rexona, Colgate and Yves Rocher.

Hearst Shkulev Media

Senior Designer

May 2010 — May 2011

Hearst Shkulev Media is one of the biggest publishing holdings in Russia. I was responsible for web projects of Elle and Maxim magazines (over 4 million unique visitors per month). I designed editorial projects, email campaigns and commercial projects. I managed a team of 2 designers and communications with a marketing department.

During my time I was responsible for redesign of MaximOnline and Elle, and designing promo projects for clients like Heineken, Lenovo, Warstainer and Hotmail

Iponweb, Actis Wunderman, Freelance

Designer

September 2005 — May 2010

Education

Interactive design
British Higher School of Art and Design, 2007

Master's degree in Mathematics
Moscow State University, 2001 — 2006

Certificates
Machine Learning, Coursera