

Marina Afonskaya

UX DESIGNER

mafonskaya@gmail.com
647-975-7010
linkedin.com/in/marina-afonskaya-a763ba1a0/

–
I've been an advocate for seamless customer experience for the past 6 years. Having been responsible for handling customer inquiries and complaints in my previous role, I was the first person to know about any issues with the company's e-commerce platform and, therefore, the most interested in flawless operations. As a UX designer, I continue advocating a user-centered approach by utilizing design best practices.

EXPERIENCE

B2B Sales and E-Commerce Specialist | Natali Products Inc

JUN 2014 - JUN 2020, TORONTO, ON

- Worked closely with the development team to ensure seamless linking of internal B2B invoicing software with Magento backend.
- Maintained responsibility for online customer business accounts, and liaised between customers and marketing and development teams to optimize online ordering experience and reduce friction points of the site.
- Since launch in the beginning of 2018, e-commerce sales grew 25% year-over-year.
- Increased the company's revenue by 10% by evaluating the competitive environment and sales reports analysis, and making recommendations to the management for changes in inventory and/or policies.

Administrative Assistant | Rospol Electro

JUL 2007 - NOV 2012, SAINT-PETERSBURG, RUSSIA

- Acted as liaison between the customers and the team to ensure a positive experience for customers.
- Scheduled and coordinated meetings, appointments and travel arrangements for engineers and managers.
- Assisted with general accounting functions: preparing and maintaining accounting documents and records, preparing bank deposits, payroll.

EDUCATION

BrainStation | Diploma Candidate, User Experience Design

JUN - SEP 2020, TORONTO, ON

BrainStation | Certificate, Digital Marketing

SEP - DEC 2019, TORONTO, ON

Saint-Petersburg State University of Engineering and Economics | Bachelors in Economics and Management

JUN 2002 - JUL 2007, SAINT-PETERSBURG, RUSSIA

SKILLS

Sketch, Figma, InVision

PROJECTS
