

# TATJANA DOMNINA

DIGITAL TRANSFORMATION • DESIGN • ENTREPRENEURSHIP

Bridging the gaps between technical, business, and design teams. Promoting a sustainable and human-centered approach to software development. Design thinking evangelist and practitioner. Strong skills include leadership, design, prototyping, workshop facilitation, and communication.



## EDUCATION

### Tallinn University

2010 - 2012

### Aristotle University of Thessaloniki

2010

### Tallinn University

2007 - 2010

### Narva Art School

1998 - 2002

### Master of Science in Engineering

Human-Computer Interaction (Interactive Media and Knowledge Environments)

### Exchange studies

Mass Media (Erasmus Program)

### Bachelor

Journalism and Mass Communications

### Extracurricular activities

Fine arts, art history and design

## WORK EXPERIENCE

### DESIGNDAY

European Union  
www.designday.be  
2023 - ...

### Founder

I'm pursuing my lifelong dream of coaching design and inspiring others with what I've learned in my 15 years of digital design experience. At DESIGNDAY we offer coaching, workshops and a range of creative and visual services. Our competitive advantages are: quick materialization of stakeholders' ideas, ensuring projects stay in motion and delivering results that add value for business.

### UCB

Belgium  
A global biopharma company, focusing on neurology and immunology  
2023 - ...

### Procurement Digital Transformation Manager

In traditional industries such as pharmaceuticals, digital transformations are extremely challenging: success rates fall between 4% and 11% (McKinsey). I'm here to increase this rate. With 15 years of expertise in design, research, and digital management, I approach problems creatively yet systematically. I'm responsible for designing and deploying the digital strategy for procurement and managing end-to-end technical projects.

### UCB

Belgium  
A global biopharma company, focusing on neurology and immunology  
2021 - 2023

### UX Design Lead

Successfully delivered a comprehensive company-branded Design System catering to multiple technologies, including CSS, HTML, .NET, Power Apps, SharePoint, and printed materials, while showcasing the tangible value of prototyping, design thinking, and DesignOps. Managed an external design team, optimizing design resources and facilitating seamless internal team communication. Transformed feature ideas into tangible concepts, wireframes, user flows, mock-ups, and prototypes, constantly gathering insights through usability tests, interviews, and other qualitative and quantitative methods.

### MEDIAGENIX

Belgium  
Media content acquisition, rights management, planning and scheduling  
2019 - 2021

### UX Designer • Product Owner

Increased user satisfaction and visual hierarchy with a redesigned application for media broadcasters Yle and VRT. Overcame the challenges of digital transformation to create a shared vision amongst the new web team by implementing an end-to-end human-centred approach to product development.

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## FieldForce Mobile Solutions

Estonia

Mobile tools and solutions for field sales organizations in the FMCG industry (Nordic and Baltic countries)

2012 - 2019

## Senior UX Designer • Scrum Master

Created an extensive business intelligence system including iOS apps suite, back office, web pages, business presentations, product demos. Strategy, interaction and visual design. UI, UX, wireframes, mockups, prototypes, layouts. Scrum, black-box testing, implementing Agile software development methodologies. Brand identity design, content design.

## FieldForce Mobile Solutions

Estonia

2011 - 2012

## Usability Tester • Design Assistant

Part-time & master thesis research. Black-box testing, usability testing, implementing Agile software development methodologies, extracting png resources from the PSD designs, providing specifications, assisting the UI designer.

## EXTRA

### Tallinn University

Estonia

2023 - ...

### Alumni pep talks

Giving inspirational design workshops and presentations to the students of the HCI program of Tallinn University.

### Online

Estonia, Belgium

2023 - ...

### Teaching & Coaching

Teaching design thinking in Estonian high schools and giving private coaching sessions to individual clients.

## BACKGROUND AND CAREER ASPIRATIONS

A **Digital Wizard** from Estonia and now based in Belgium, I find my professional journey thrilling and diverse. Having transitioned from journalism to the technical realm, I possess extensive experience in communication and interviewing, which has proven invaluable in conducting user interviews, shadowing sessions, and workshops - essentials for the design phase of a successful implementation. My DNA includes three essential genes: technology, design, and leadership, enabling me to find innovative solutions to complex challenges and distill clarity from chaos. My approach always seeks simplicity and logic, which I find vital in shaping sophisticated systems.

In the design field since 2001 and officially employed since 2010, I have been well-versed in various design tools, from Photoshop and Sketch to XD and Figma. My expertise extends to building functional design systems, managing design teams, and introducing DesignOps methodologies to departments. Additionally, my diverse work experience spans the FMCG, media, and pharma industries, granting me a holistic perspective on various business domains. I also founded my own design agency in Estonia in 2023.

Beyond my professional pursuits, I find solace in painting, sketching, and teaching as hobbies. My true passion lies in human-centered design, and I actively engage as a **Design Thinking** ambassador, advocating for user research and securing budgets for its implementation. This devotion to human-centered design underscores my commitment to delivering user-centric and meaningful experiences.

As I continue to grow in my career, I am eager to explore opportunities to enhance my leadership skills further. My HBDI personality assessment has revealed my strengths in innovating, conceptualizing, and creative thinking (D score 124). I am driven to leverage these attributes to drive positive change and contribute effectively to team and organizational objectives.

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## TESTIMONIAL

**Sebastien Bals • EVP • CPO at Merck KGaA • Board Member • Procurement Ambassador • Public Speaker**

I had the pleasure and privilege of working with Tatjana at UCB where she joined my team to lead Digital Procurement. During that time her innovative approach using design thinking has enabled us to dive deep into the problems that were holding us back and in identifying solutions to deliver on our ambition.

**Peter Heinckiens • CTO at MEDIAGENIX**

Tatjana's UX skills are absolutely top of the bill. However, what I most appreciated in working with Tatjana, was that when we agreed on an objective, she full-speed went for it, and I could rest assured that we would reach it. I also enjoyed how Tatjana challenges conventional thinking, and always does so in a very respectful way. This has allowed her to make a significant impact in the entire organisation.

**Michaela Engström • UI/UX Designer at Helge**

I was mentored by Tatjana in April 2019. During this short period of time I learned from her so much more than just design. I learned to get user feedback, to make proper wireframes, to write down ideas as mindmaps, to be patient during the process and how to make the final product look excellent. I learned so many tips during that time. Not only about design but also about teamwork and design thinking. Tatjana is a team member who everybody has something to learn from

**Mert Neşvat • iOS Developer at Kentech S.L.U**

It is rare that you come across with a designer who communicates so well with developers and explains the sense of vigorous UX easily. I worked with Tania more than a year in Fieldforce mobile solutions where we were developing iPad apps and web projects. I was particularly impressed by Tania's ability to grasp technical constraints of the project and create a design solution within the frame which makes meetings super productive. Beware she can check your commits and do code review sometimes :) As a team member, Tania earns my highest recommendation.

**Dave Chambers • Senior Software Engineer at Wallester AS**

Tania is a highly talented and motivated individual who always acts with the utmost professionalism. I worked with Tania at FieldForce Mobile Solutions for 5 years where she was pivotal in the success of our team as both a designer and scrum master. As one of the iOS Developers at FieldForce, I'd interact with Tania every day. Tania has a great sense of humour which made her a pleasure to work with and she would be an asset to any team.

**Nikias Arts • Product Manager at MEDIAGENIX**

For me you've managed to become one of the key pillars within the product web team, evangelising how we as MEDIAGENIX want to build products in the future. On top of that, you're also showing how we as an organisation can interact and reach out to our customers, greatly increasing the interaction of ideas and designs on both ends!

**Mihai Voica • Front-end Lead Developer at MEDIAGENIX**

I appreciate your efforts for a unified UI experience. I appreciate your desire for (local) innovation. I appreciate your endless pursuit of uncovering value we can provide for our customers. I like how achievable your designs are. It's a good compromise between innovation and reusability. I am looking forward to seeing your efforts translate into customers' feedback & praise.