



Toulouse
31100

Erica Borodina
SENIOR PRODUCT & INFORMATION DESIGNER

UX / COMPLEX SYSTEMS / DATA VISUALIZATION

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SELECTED EXPERTISE

- Complex UX Systems
- Data Visualization
- Scientific & Technical Interfaces
- Decision-Support Tools
- B2B Digital Products

TOOLS

- Figma
- Adobe XD
- Illustrator
- Photoshop
- InDesign
- After Effects / Premiere Pro

WEB

- HTML / CSS
- WordPress

EDUCATION

2018-2019
Web and Multimedia Design
Project Management
BAC+4

AP FORMATION
TOULOUSE

2013-2015
Design and illustration course

ACADEMY OF FINE ARTS
SAINT PETERSBURG

1998-2003
International law & B2B
BAC+5

INSTITUTE OF ECONOMICS AND LAW
SAINT PETERSBURG

LANGUAGES

ENGLISH IELTS C1
 FRENCH DELFT C1
 ITALIAN B1

HOBBIES

- Pink Floyd, Rachmaninoff
- Forrest Gump, Addams Family
- Chekhov, Maugham, Waugh
- Watercolor, Impressionism
- Downhill skiing, cycling

B LICENCE

Senior designer with 10 years of experience creating digital products and information systems in complex operational environments. My work focuses on translating technical, scientific and data-driven processes into clear interfaces, structured information architectures and decision-support tools. Experience across research institutions, maritime technology, security systems and industrial platforms.



EXPERIENCE

2025 – now

UX & Information Designer ▶ **Toulouse School of Economics – Université Capitole**
Environmental & Urban Data Systems

- Designed information architecture and interaction models for ocean-observing data platforms
- Developed visualization concepts translating scientific data into usable interfaces
- Produced a design concept documenting system workflows and interaction patterns for environmental monitoring, policy research and urban perception studies.

2021 - 2025

Product & UX Designer ▶ **Prooftag | Advanced Track & Trace**
Secure Identification & Track-and-Trace Solutions

- Designed digital interfaces and product communication systems for authentication technologies
- Developed UX architecture and design systems for B2B platforms
- Created interactive documentation and product interfaces for industrial workflows.

2019 – 2021

UX & Visual Systems Designer ▶ **Freelance**
Digital Products, Research Platforms & Cultural Projects

- UX/UI design for digital products and research platforms
- Information visualization and scientific communication
- Visual systems and interactive content for institutional and cultural projects.

2016 – 2018

Interface & Learning Systems Designer ▶ **Naval Group (via Studec)**
Naval Defense Systems & E-learning Platforms

- Designed interface systems and web digital learning platforms for naval defense environments
- Translated complex operational procedures into interactive training systems
- Developed multimedia simulations supporting technical education for marine officers.

2013 – 2016

Digital & Visual Systems Designer ▶ **ARTW Agency/SPB Artist**
Cultural Heritage & Exhibition Platforms

- Designed digital and visual systems for cultural and exhibition projects
- Developed web platforms and multimedia content for art and heritage institutions
- Collaborated with curators on digital storytelling and visual communication.

2011-2013

Visual Communication & Systems Manager ▶ **Transas Ltd (Wärtsilä Group)**
Naval Systems, Ships and Training/Navigation Simulators

- Structured communication strategy for onboard and shore-based technologies
- Developed product communication materials for global partner networks
- Managed cross-functional visual production and technical content.