

Dina Sterbrant

Senior Product Designer

A London-based entrepreneurial designer originally from Uzbekistan. Experienced working at consumer-facing companies. I'm the type of person who is kind, listens to others and loves collaborating with colleagues and customers, and won't hesitate to give people a hand when they need it :)

Portfolio 

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London, UK

News Corp · Senior Product Designer

06/22 — CURRENT

- Working on streaming services (Virgin Radio, Times Radio, TalkTV and TalkSport)
- Compiling User Research and analysing data from studies
- Building and shipping products that are broad and ambiguous in scope and encompass end-to-end experiences across a variety of surfaces
- Working with the News Kit design system
- Exploring new vectors of development and presenting ideas to the team
- Cross-functional collaboration

Awwwards · Jury

11/20 — 07/22

- Was selected among other 1000 candidates to become a young jury
- Evaluating the work of other designers based on 4 criteria: Design, Usability, Creativity, and Content

Spotify · Senior Product Designer (Consultant)

10/20 — 01/21

- Worked with Spotify through a design agency
- Created an HR platform (non-disclosure project)
- Kept the consistency of the Spotify Design System
- Met stakeholder expectations

Ubiquiti Inc. · Product Designer

11/19 — 10/20

- Designed software for network systems used by 85 million people
- Contributed to an existing design system, scaled the design system from 20 components to 100
- Worked on finding new ways of making the software more intuitive and accessible
- As a result, we got more positive customer reviews, fewer returns and fewer mistakes in orders, and attracted new demography of customers

Past experiences

2014 — 2019

I started my career in 2014 working as a Product Designer in design studios, startups and as a freelance designer. I worked with brands like Samsung, Spotify, Mentos, Subway, Starbucks, Chupa-Chups, Bonava and Sweden.se.

SKILLS

Design systems

User research and usability testing

Prototyping

HTMS, CSS, JavaScript

UX&UI

Communication skills

Cross-functional collaboration

Interaction and visual design

Storyteller and communicator

TOOLS

Figma

Adobe creative Cloud

Principle

Framer

InVision

User Zoom

EDUCATION

Multimedia, Art&Design
University
Master's degree

LANGUAGES

Uzbek
Native proficiency

English
Full Professional proficiency

Swedish
Beginner