🏠 in
Toulouse
31700

Erica Borodina
SENIOR PRODUCT & INFORMATION DESIGNER
UX / COMPLEX SYSTEMS / DATA VISUALIZATION

WWW.ERICA-DESIGN.FR
INFO@ERICA-DESIGN.FR
06-52-17-66-88

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 — DELF 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 comprehensive 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, Res earch 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 & Training Platforms
○ Designed interface systems and digital learning platforms for naval defence 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