

Marina Tiviakova

Senior Product Designer

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[LinkedIn](#) | [Portfolio](#)

SUMMARY

10+ years of experience building and scaling B2B SaaS products. Focused on activation and retention through data-informed, user-centered design. Experienced in leading design direction and partnering with PMs, engineers, and stakeholders to drive measurable product impact.

EXPERIENCE

Mar 2018 – Present

SEMRUSH — Senior Product Designer (Activation, Retention & Monetization)

- Led design for the launch and evolution of multiple content and AI-driven products, owning discovery, delivery, and optimization with a focus on activation, retention, and monetization.
- Redesigned Semrush Content Toolkit into a unified, scalable workspace, defining UX strategy, success metrics, and the AI assistant as the primary entry point, and owning end-to-end UX delivery across core flows.
- Designed and launched Topic Finder and ContentShake AI, including end-to-end UX for new product initiatives, reducing early drop-off and supporting content creation for non-expert users.
- Designed subscription logic and purchase flows for Marketplace, contributing to ~15% of total product revenue through improved free-to-paid conversion.
- Acted as a design lead: onboarded and mentored designers, built shared product documentation, and contributed to +20% new users and +15% revenue across owned initiatives.

Apr 2017 – Feb 2018

NETRIKA — Enterprise & municipal digital systems, Product Designer

- Designed and launched new digital products while supporting and evolving existing systems used in complex, regulation-heavy environments.
- Worked closely with stakeholders to gather requirements, align on constraints, and defend design decisions in high-stakes, enterprise contexts.
- Designed complex system interfaces where clarity, reliability and scalability were critical for both users and business operations.

Jul 2015 – Apr 2017

STUDIO 15 TOMSK — Web Design Studio, Web Designer

- Designed and delivered multiple web projects, including the main website for **Tomsk Polytechnic University**, working directly with clients to gather requirements and present solutions.
- Led design defense sessions with customers, aligning visual and UX decisions with institutional and business goals.
- Designed a reusable **content editing tool** with template-based workflows, enabling faster content creation and reuse across multiple projects.

SKILLS

Product & UX

Product discovery and problem framing
Product analysis
Research (qualitative & quantitative)
Data-informed decision making and experimentation
Design systems
End-to-end (UX+UI) design

Leadership

Stakeholder alignment
Design leadership and Mentoring

Cross-functional collaboration (PM, Engineering, Analytics)

Prioritization

Work with

Figma, Miro

Analytics & product metrics (Amplitude, GA4, Tableau)

AI-assisted prototyping tools (Lovable, Bolt.new, Cursor, Figma Make)

EDUCATION

Degrees

- Tomsk State University of Control Systems and Radioelectronics | Master's degree, Information Technology | 2013 – 2015
- Tomsk State University of Control Systems and Radioelectronics | Bachelor's. degree, Information Systems | 2009 – 2013

Certifications

- [AI Prototyping & Growth Validation](#)
- Mastering Storytelling – Reforge (2025).
- [Stakeholder Management – Coursera](#) (2025)
- [Growth Skills Assessment – GoPractice](#) (2024)
- [Retention & Engagement – Reforge](#) (2023).
- [Data-Driven Product Management](#) — GoPractice Simulator (2021).