

# Tatiana Sukhova

## Design Lead

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Portfolio – [callmetat.com](http://callmetat.com)

[LinkedIn Profile](#)

## About me

As a forward-thinking design lead, I work closely with design, development, and data science teams to create innovative tools that leverage the latest AI technologies. Making sure our customers love what we create and ensuring customer success are my top priorities!

## Experience

### Chord

Product Design Lead

*May 2023 – Currently*

- Updated the Product UI to match the new Brand
- Created a System of Design Tokens (Variables) in Figma: 3 Levels: Global, Semantic & Component-Based
- Build the Design System with the component properties, built-in prototype interactions, and Design Tokens. The new design system is ultra flexible for any further changes and supports Dark and Light Theme with improved accessibility
- Supported the Marketing team with a variety of templates and building blocks in Canva
- Advocated for the customer research culture, monthly user research interviews, feature request board, clear target personas, and jobs-to-be-done methodology in making product decisions

### Mailchimp

Design Automation Lead

*February 2019 – January 2023*

- Successfully integrated our acquired startup technology and rebranded as the Creative Assistance – AI-powered design assistant that scans your website, collects brand assets, and instantly generates designs for any of your marketing channels. *13K designs per day, 4.8M designs in 2020, 26% adoption, +14% engagement with email campaign.*
- Developed Smart email templates – A set of email instantly generated email layouts tailored for different marketing objectives in the user's brand. *+12% engagement with the new email editor, +5% paid conversion*
- Designed and developed the web-page scraping service. Added the URL input to the onboarding experience, the branded templated were ready for the user by the end of the login journey. *+23% user activation*
- Designed the first iteration of the text generation service inside the new email builder with the integration of GPT-3 (August 2022), as part of the core email team. *+ 7% campaign sent rate*

- Worked closely with the Data Science team on implementing the new ML models for our smart features, such as image analysis for image positioning, smart image suggestions, background removal, image expander, text summarization, and content pairing.
- Conducted design QA of new functionality, testing if everything works as intended and suggesting improvements if not, ensuring quality design outputs and continuous improvement.

## **Sawa**

Strategic designer

*January 2017 – February 2019*

- Techstars 2018 (Atlanta) acceptance rate for Techstars is 1%
- Early exit through acquisition by Mailchimp in 2019
- smart templates implementation using Webflow (MVP)
- Invented a design engine and web page scraper
- 20 happy medium business customers, paid \$250/month
- UI/UX and design system
- Website design and implementation using Webflow
- Branding and marketing design

## **Webatix**

Graphic Designer

*August 2014 – January 2016*

- Successfully switched my professional focus to digital design when paddings, pixels, and media queries blew my mind.
- Adopted new tools like Sketch and then Webflow. I quickly realized that designing digital assets requires understanding the dynamic space and technology.
- Designed Ghost Browser, Insomniac Browser, Webatix parent company brand, and Rollerblades tool for design Q/A.
- I was thrilled to discover that my passion for building modular systems was perfectly applicable in the digital sphere. My background in brand and graphic design helped me approach designing digital products holistically.

## **VIRTUAL TEAM**

Art Director & Co-founder

*January 2007 – January 2016*

- I found my passion in modular design systems. I created unique design systems for retail equipment and guidelines for construction.
- Our customers were able to open up to 30+ new stores a year in various cities through a franchise model.
- I created retail brands from scratch, satisfying any brand's needs, starting from the website and extending to packaging and print design (in addition to equipment and construction guides)
- I started working for international customers and discovered new horizons with absolutely endless potential through digital product design.

## **Education**

### **Master of Graphic Design**

Ural State Academy of Architecture and Arts  
*September 2003 – June 2005*

### **Bachelor of Industrial Design**

Ural State Academy of Architecture and Arts  
*September 1999 – June 2003*

**Skills:** Passion, Responsibility, Fearlessness, Teamwork, Product Innovation, Resistance to the unknown, Quick learner, Product Leadership, User Research, Product Design, Design Systems, Figma, MIRO, Webflow, Notion, Midjourney, GPT, Adobe Creative Cloud, Jira, JSON, CSS.