

# IRINA TURKINA

PRODUCT OWNER & UX/UI DESIGNER

## CONTACT ME



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## EDUCATION

2019-2021

MBA - International Business  
University of Greenwich (London)

2016-2018

BA - Finance  
University of Greenwich (Singapore)

2015-2016

ADBA - Entrepreneurship  
ERC Institute (Singapore)

## PRO SKILLS

### UX/UI DESIGN



### TECHNICAL PROFICIENCY



### PROJECT MANAGEMENT



### BUSINESS ACUMEN



## WORK EXPERIENCE

### FOUNDER, CEO

2022-Present

*SpectrumWise (London)*

- Founded and led a successful digital agency specializing in graphic/web design & web development.
- Collaborated with clients to understand their budget constraints and prioritise features accordingly.
- Balanced business requirements with user experience considerations to deliver high-quality products within budget constraints.
- Created wireframes, prototypes, and user flows to communicate design ideas and concepts.
- Led cross-functional teams including developers, graphic designers, and stakeholders to ensure alignment and successful project outcomes.

### PRODUCT MANAGER

2020-2022

*Risidio (London)*

- Conducted market research and competitor analysis to identify market opportunities and trends.
- Collaborated with cross-functional teams including development, design, marketing, and sales to define product vision and strategy.
- Prioritising feature development based on customer feedback, business goals, and resource constraints.
- Working closely with the UX/UI design team to create an NFT platform that is easy to use for generic users with minimal understanding of blockchain.
- Leading agile development processes and sprint planning to ensure timely and successful product releases.

### PRODUCT MANAGER

2018-2020

*Energotrans (Moscow)*

- Led thorough competitor analysis to identify market trends and inform strategic decision-making.
- Formulated and executed product plans and strategies to drive business growth and market penetration.