

Margarita Kartashova

Lead Product Designer · Vitoria-Gasteiz, Spain

hello@marga.sh

marga.sh

linkedin.com/in/margarita-kartashova

Designer with a PM background and nearly 10 years in ed tech. I work across Figma, research, code, and data — with AI integrated into the daily process. I build things as often as I design them.

EXPERIENCE

Product School

Apr 2018 - present · Remote

Lead Product Designer · May 2022 - present

- Led design and migration from WordPress to Next.js + Contentful — a 35-component system powering 4,555+ pages, used daily by designers, engineers, editors, and PMs.
- Added a semantic layer and per-component .md files to make the system AI-readable; landing page build time dropped from 2–3 days to hours.
- Redesigned the full enrollment ecosystem — cohort listing, self-serve checkout, LMS — taking self-serve from zero to 31% of enrollments and cutting time-to-enroll by 55%.
- Led a direct report and collaborated daily with engineering, PM, and growth stakeholders.

Director of Product · Mar 2020 - Apr 2022

- Led product and platform teams; managed website development and platform integrations supporting the end-to-end student journey.
- Owned product roadmap and backlog; aligned engineering, design, and marketing across releases.

Product Manager · Apr 2018 - Mar 2020

- Defined product requirements and managed backlog for the core platform; coordinated a cross-functional team of designers and engineers.

Stroganov Hotel

Jan 2014 - Nov 2017 · Coimbra, Portugal

Product Designer

- Designed the full digital and physical guest experience for a 5-star design hotel — web, print, brand identity, restaurant menus, wayfinding, and event collateral.
- Worked directly with ownership and management; sole designer responsible for all creative output across the property.

Floqq

Sep 2012 - Dec 2013 · Madrid

Visual Designer → Product Designer

- Early hire at a Latin American video course marketplace — built brand guidelines and course format from scratch, then transitioned into product design as the platform grew.

DESIGN

Figma · FigJam

UX research

Design systems

Prototyping

Information architecture

A/B testing

BUILD

Cursor · Claude Code

HTML · CSS · JS

Figma Dev Mode

Contentful · Vercel

EDUCATION

Memorisely

UX/UI Bootcamp

2022

IED Madrid

Master, Strategic Design

2012

BHSAD Moscow

Diploma, Product Design

2009 – 2011

MSUDT Moscow

Industrial Design

2006 – 2009

LANGUAGES

English · Spanish

Russian · Portuguese

WRITING

margashova.substack.com