

Product designer in Prague with 10 years of experience, making complex mobile and web products clear, consistent and accessible. Currently designing the Czech mobility platform  Liftago.



margaritaterekhova.com

[Email](#)

[LinkedIn](#)

Experience

2014 – CURRENT

Liftago

Senior Product Designer

SEP 2022 – CURRENT · PRAGUE

For 4+ years, shaping the end-to-end design of Liftago, the Czech mobility platform for taxi, car pickup, limousine and delivery. Covering passenger and driver apps on iOS and Android, the B2B web app, admin, emails and push notifications.

PASSENGER APP	Continuously evolving the app: redesigned home screen and payments, new ride tiers, airport preorders, chat with driver, favourite drivers, Live Activities and more.
DRIVER APP	Designing the driver app end to end, including its complete redesign for the migration to Kotlin Multiplatform, delivered in 8 months.
ACCESSIBILITY	Advocating for accessibility across the product, from VoiceOver and TalkBack support to redesigned special requests for riders with specific needs.
DESIGN SYSTEM	Maintaining a component library with variants for every state, keeping iOS and Android consistent and Figma easy to navigate for the whole team.
ENGINEERING	Partnering closely with mobile and backend engineers, with a solid understanding of the technical constraints behind every feature.
QUALITY	Introduced design reviews after QA testing: every feature gets a final design check before release, with QA providing photos and videos.
IMPACT	Tracking analytics and user feedback after each release and aligning with CX, operations and marketing to prioritise the roadmap.

Experience

CONTINUED

Scuk.cz

Product Designer, later Design Advisor

OCT 2020 – MAR 2023 · PRAGUE

As the sole designer, redesigned the largest Czech online farmers' market across web, mobile and PWA, working directly with the CTO and engineers. Designed the full journey from homepage and pickup-point map to checkout and user accounts, plus admin tools for pickup-point operators. Built the component library, prioritised work from 1,500+ survey responses and later mentored the designer who took over.

Geosemantica

Senior UX/UI Designer, later Head of Design

OCT 2020 – JUL 2022 · REMOTE

Designed map-based platforms for desktop and mobile, including Greenpeace's recycling map, izi.travel and tmatic.travel, from low-fidelity prototypes to final UI, presenting directly to client stakeholders. Promoted to Head of Design after one year, led a remote team of two designers and helped hire and onboard a junior.

Refresh

UX/UI Designer

SEP 2019 – MAR 2021 · PRAGUE

Designed desktop and mobile websites, client portals and e-shops for Kapitol, MND and Debra ČR within a studio team of four designers. Built and maintained the UI kits and design systems behind them, with occasional brand and print work.

Švejda Goldmann

UI Designer

JUN – DEC 2017 · PRAGUE

Designed user interfaces for websites and mobile apps for clients including Mindpax, ccShop and Forbes Special. Created logos and print publications and communicated directly with clients and external developers.

Visual design

Freelance, personal and study projects

2014 – 2020 · VŠE, SCHOLASTIKA

Designed brand identities, posters, print and websites. Worked on freelance, personal, non-profit and study projects while studying digital communication at VŠE and graphic design at Scholastika. Interned at Bistro Agency.

Profile

SKILLS

End-to-end product design

AI usage in the design workflow

Design systems, atomic, variables

Accessibility, VoiceOver, TalkBack

Specs, handoff and design QA

Surveys, interviews, data analytics

Graphic design, art direction

EDUCATION

Scholastika, Graphic Design, DiS. 2017–20

VŠE, University of Economics, Prague, BA Digital Communication 2014–17

Charles University, Liberal Arts 2013–14

LANGUAGES

Czech NATIVE

Russian NATIVE

English PROFESSIONAL