

TANJA DOMNINA

COMMUNICATION LEAD • DESIGNER • ENTREPRENEUR

Not an average consultant.

I work at the intersection of art, strategy, and large-scale transformation.

I help organizations make sense of complexity: visually, structurally, and culturally.

www.beweird.be • www.designday.be



EDUCATION

Tallinn University

2010 - 2012

Aristotle University of Thessaloniki

2010

Tallinn University

2007 - 2010

Narva Art School

1998 - 2002

Master of Science in Engineering

Human-Computer Interaction (Interactive Media and Knowledge Environments)

Exchange studies

Mass Media (Erasmus Program)

Bachelor

Journalism and Mass Communications

Extracurricular activities

Fine arts, art history and design

WORK EXPERIENCE

UCB

Brussels, Belgium

A global biopharma company, focusing on neurology and immunology

2026 - ...

DESIGNDAY

European Union

www.designday.be

2023 - ...

UCB

Brussels, Belgium

A global biopharma company, focusing on neurology and immunology

2025 - ...

UCB

Brussels, Belgium

A global biopharma company, focusing on neurology and immunology

2023 - 2025

UCB

Brussels, Belgium

A global biopharma company, focusing on neurology and immunology

2021 - 2023

Transformation Program Communication Lead

I support Procurement Transformation & Innovation at UCB. Drawing on my background in technology, design, and communications, I translate complex change initiatives into clear, engaging narratives that connect people, ideas, and information. Passionate about empathy and human-centered communication, I strive to create messages that inform, inspire, and drive meaningful action.

Founder

At DESIGNDAY we offer coaching, workshops and a range of creative and visual services. Our competitive advantages are: quick materialization of stakeholders' ideas, ensuring projects stay in motion and delivering results that add value for business. We provide exclusive GenAI trainings & prompt engineering assistance.

Procurement Innovation & Transformation Lead

I lead high-impact transformation initiatives within procurement, partnering closely with the Chief Procurement Officer to align our strategic priorities with UCB's broader business vision. I drive executive communication, manage cross-functional change, and identify AI-powered innovation opportunities that improve efficiency, insight, and decision-making. I also lead procurement-wide storytelling efforts and external visibility.

Procurement Digital Transformation Manager

In traditional industries such as pharmaceuticals, digital transformations are extremely challenging: success rates fall between 4% and 11% (McKinsey). I'm here to increase this rate. With 15 years of expertise in design, research, and digital management, I approach problems creatively yet systematically. I'm responsible for designing and deploying the digital strategy for procurement and managing end-to-end technical projects.

UX Design Lead

Successfully delivered a comprehensive company-branded Design System catering to multiple technologies, including CSS, HTML, .NET, Power Apps, SharePoint, and marketing materials, while showcasing the tangible value of prototyping, design thinking, and DesignOps. Managed an external design team, optimizing design resources and facilitating seamless communication.

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MEDIAGENIX

Brussels, Belgium

Media content acquisition, rights management, planning and scheduling

2019 - 2021

FieldForce Mobile Solutions

Estonia

Mobile tools and solutions for field sales organizations in the FMCG industry (Nordic and Baltic countries)

2012 - 2019

FieldForce Mobile Solutions

Estonia

2011 - 2012

UX Designer • Product Owner

Increased user satisfaction and visual hierarchy with a redesigned application for media broadcasters Yle and VRT. Overcame the challenges of digital transformation to create a shared vision amongst the new web team by implementing an end-to-end human-centred approach to product development.

Senior UX Designer • Scrum Master

Created an extensive business intelligence system including iOS apps suite, back office, web pages, business presentations, product demos. Strategy, interaction and visual design. UI, UX, wireframes, mockups, prototypes, layouts. Scrum, black-box testing, implementing Agile software development methodologies. Brand identity design, content design.

Usability Tester • Design Assistant

Part-time & master thesis research. Black-box testing, usability testing, implementing Agile software development methodologies, extracting png resources from the PSD designs, providing specifications, assisting the UI designer.

EXTRA

Estonia, Belgium, Austria

2026 - ...

Tallinn University

Estonia

2023 - ...

Poetry

I perform poetry and stand-up comedy using storytelling, humor, and observation to connect with diverse audiences.

Alumni pep talks

Giving inspirational design workshops and presentations to the students of the HCI program of Tallinn University.

BACKGROUND AND CAREER ASPIRATIONS

I'm a transformation, communication, and innovation leader with 15+ years of experience at the intersection of technology, design, and human behavior. Originally from Estonia and now based in Belgium, I help organizations turn complex challenges into clear narratives, meaningful experiences, and practical solutions.

My career spans FMCG, media, technology, and pharma, from founding the design agency BeWeird to leading product, design, communication, and transformation initiatives in global organizations. Today, I lead Procurement Transformation & Innovation at UCB, where I drive transformation communications, stakeholder engagement, GenAI experimentation, and digital adoption.

Passionate about empathy, storytelling, and change, I specialize in bringing diverse perspectives together around a shared narrative, creating clarity, alignment, and momentum across teams. I believe the most impactful communications not only inform, but also build understanding, trust, and meaningful action.



CERTIFICATE AWARDED TO:

Tatjana Domnina

FOR THE SUCCESSFUL COMPLETION OF THE:

Digital Business Transformation Programme

14 June 2023

A handwritten signature in black ink, appearing to read 'Marion Debruyne', is positioned above the name of the Dean.

Prof Dr Marion Debruyne
Dean
Vlerick Business school

A handwritten signature in black ink, appearing to read 'Patrick De Greve', is positioned above the name of the General Director.

Patrick De Greve
General Director Executive Education
Vlerick Business School



**BUSINESS
SCHOOL**

The registry card is machine translated and may contain information in Estonian. To order an official translation, please contact a sworn translator. Details of sworn translators:

<https://www.just.ee/en/node/153>



TARTU MAAKOHUS
REGISTRIOSAKOND

Printout of Effective Data from Commercial Register as at 23.09.2026 at 13:02

Commercial register card No. 1 has been opened in Tartu County Court Registration Department in respect of
DESIGNDAY OÜ (registry code 16791765):

Business name and address

Entry 1: Business name is DESIGNDAY OÜ

Entry 5: Address is Harju maakond, Tallinn, Kesklinna linnaosa, Vesivärava tn 50-301, 10152

Entry 2: E-mail address is tatjana.domnina@designday.be

Capital

Entry 1: Share capital is 1 EUR

Right of representation

Entry 1: Management board member is Tatjana Domnina, personal identification code 48806273724

** Every member of the Management Board may represent the private limited company in concluding all transactions.*

Legal status

Entry 1: Legal form is *osaühing* [private limited company]

Entry 1: Articles of association came into effect on 07.08.2023

Entry 1: Financial year begins on 01.01 and ends on 31.12

Notes

Entry 3: Kanne on tehtud äriregistri seaduse § 70 lõike 1 alusel.

Entry 6: Kontaktisik kustutatud automaatselt äriregistri seaduse § 69, § 24 lg 6 ning § 54 lg 3 p 4 alusel

List of shareholders

1.00 EUR

Entry 3: Shareholder is Tatjana Domnina, personal identification code 48806273724

List of entries

Entries made in Tartu County Court Registration Department:

Entry 1: Approved on 07.08.2023 (first entry)

Entry 2: Approved on 16.08.2023 (entry on the amendment: § 595¹ (1) of the code of civil procedure)

Entry 3: Approved on 02.09.2023 (amending entry)

Entry 5: Approved on 11.07.2024 (entry on the amendment: § 595¹ (1) of the code of civil procedure)

Entry 6: Approved on 04.11.2024 (amending entry)

End of printout