

TANJA DOMNINA

INNOVATION LEAD - DESIGNER - ENTREPRENEUR

Product & Transformation Lead blending design, tech, and business. I turn complexity into clarity, lead GenAI pilots, and drive human-centered innovation across pharma, media, and FMCG. Based in Belgium, originally Estonian.



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

DESIGNDAY

European Union

www.designday.be

2023 - ...

Founder

At DESIGNDAY we offer coaching, workshops and a range of creative and digital 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.

UCB

Brussels, Belgium

A global biopharma company, focusing on neurology and immunology

2025 - ...

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.

UCB

Brussels, Belgium

A global biopharma company, focusing on neurology and immunology

2023 - 2025

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.

UCB

Brussels, Belgium

A global biopharma company, focusing on neurology and immunology

2021 - 2023

UX Design Lead

Successfully delivered a 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 transforming ideas into tangible concepts, wireframes, user flows, and prototypes, gathering insights through usability tests, interviews, and other methods.

MEDIAGENIX

Brussels, Belgium

Media content acquisition, planning and scheduling

2019 - 2021

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.



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FieldForce Mobile Solutions

Estonia

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

2012 - 2019

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.

FieldForce Mobile Solutions

Estonia

2011 - 2012

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

Tallinn University

Estonia

2023 - ...

Alumni pep talks

Giving inspirational design workshops and presentations to the students of the HCI program of Tallinn University and high-schools in Narva, Estonia

Online

Estonia, Belgium

2023 - ...

Teaching & Coaching

Teaching design thinking and GenAI in Estonian high schools and giving private coaching sessions to individual clients.

Writing & Influencing

Running blogs on various social media platforms, writing articles on LinkedIn and internally at my current workplace UCB

BACKGROUND AND CAREER ASPIRATIONS

I'm a Product & Transformation Leader with 15+ years of experience at the intersection of technology, design, and business. Kicked-off my career in journalism in Estonia and now based in Belgium, I combine sharp communication skills with deep digital expertise to deliver scalable solutions that simplify complexity and unlock value across industries.

I've led initiatives across FMCG, media, and pharma, translating human needs into high-impact systems. My background includes founding a design agency in Estonia, managing product and design teams, and embedding DesignOps practices in corporate settings. I currently lead Procurement Transformation & Innovation at UCB, where I also pilot GenAI solutions, coach prompt engineering, and drive hands-on experimentation with emerging technologies.

My strengths lie in turning insights into action. Whether designing user journeys, building cross-functional buy-in, or facilitating high-stakes workshops, I focus on practical outcomes that make systems more intelligent, intuitive, and human. I hold a master's degree with a thesis on Scrum, Agile, and product development, and previously worked as a Product Owner at Mediagenix.

I also teach AI to high school students in Estonia and act as a design thinking ambassador within large organizations, bridging strategy with empathy, and innovation with delivery.

[Tanja Domnina](#) | [LinkedIn](#)