Valeriia T
Senior Product UI/UX Designer

SUMMARY

- Award-winning Product UI/UX Designer with 5+ years of experience at top-tier product companies in Ukraine.
- Specializes in designing intuitive and visually captivating user interfaces for web and mobile apps in the e-commerce and SaaS domains. Proficient in the entire design process, from ideation and wireframing to prototyping and iterative refinement.
- Upper-Intermediate English.
- Start ASAP

TECHNICAL SKILLS

Main Technical Skills	Adobe suite (5 yr.), Figma (5 yr.), Ant Design (5 yr.), Research Skills
UI Frameworks, Libraries, and Browsers	Ant Design (5 yr.), HTML/CSS Preprocessors
Data Analysis and Visualization Technologies	Google Analytics
Databases & Management Systems / ORM	AWS ElasticSearch
Amazon Web Services	AWS ElasticSearch
UI/UX/Wireframing	Adobe After Effects, Adobe Illustrator, Adobe Photoshop, Adobe suite (5 yr.), Adobe XD, FigJam, Figma (5 yr.), Tilda, User Interviews
Platforms	Android, Bitrix
Collaboration, Task & Issue Tracking	Atlassian Confluence, Miro
Methodologies, Paradigms and Patterns	FDD, Scrum
Operating Systems	iOS
Soft Skills	Research Skills

QA, Test Automation, Security	Usability tests, Zeplin
Other Technical Skills	Dalvik Debug Monitor Server (DDMS), Otter.ai, ReadyMag, Stylelint Jira, Surveys

WORK EXPERIENCE

Product (UI/UX) Designer - Communication Web Platform

04/2024 - Current
Summary: Played a key role in creating a communication web platform for doctors across the US.
Responsibilities:

- Played a key role, in creating a communication web platform among doctors across the US.
- Conducted user interviews. created user archetypes, journey maps, and user flow diagrams to guide the
  product vision and strategy leveraging tools like FigJam and Otter.ai.
- Partnered with cross-functional teams, including founders, product management, and engineering to
  align product roadmaps, contributing to a 25% reduction in time-to-market for new feature releases.
- Shaped the visual/ product vision, and designed wireframes and MVP prototypes using tools like Figma and Adobe Suite.

Technologies: FigJam, Otter.ai, Figma, Adobe Suite.

Product UI/UX Designer - Company Website Redesign

01/2024 - 04/2024
Summary: Led the complete redesign of the company's website to prioritize user engagement.
Responsibilities:

- Led the complete redesign of the company's website, rethinking the overall design strategy to prioritize user engagement, resulting in a 27% increase in visitor engagement metrics.
- Implemented design layout from Figma on ReadyMag, optimizing the site's user-friendliness.
- Facilitated working sessions with stakeholders to define requirements and map out user journeys.

Technologies: Figma, ReadyMag.

Product UI/UX Designer - Various Domain Web Apps

01/2022 - 11/2023
Summary: Designed web apps across various domains, integrating usability tests, data analysis, and stakeholder feedback.
Responsibilities:

- Designed web apps across 5 domains: Health Tech, Beauty, EdTech, SaaS, and E-commerce.
- Integrated insights from usability tests, data analysis from Google analytics, and stakeholder feedback to optimize prototypes of web applications, improving UX strategies and conversion by 40%.
- Created design documentation that includes specifications, guidelines, and assets for developers resulting in a 30% reduction in development time.

Technologies: Google Analytics.

UI/UX Designer - Homeowner Service Provider Website, Financial Literacy App, Nutrition Tracking App, Book Reader App

06/2021 - 01/2022
Summary: Launched a website that connects homeowners to service providers and designed several mobile applications.
Responsibilities:

- In collaboration with the product team launched a website that connects 350,000+ homeowners to home service providers in the USA.
- Designed a user-friendly financial literacy app MasterDigest for iOS and Android platforms.
- Led the redesign of the Nutrition tracking app, improving UX strategies and conversion by 40%.
- Created a new reader application BookDigest from the ground up. Contributed to establishing product vision, UI/UX, and visual identity across IOS/Android mobile platforms.

Digital Marketing Designer - Marketing and Landing Page Development

02/2019 - 04/2021
Summary: Produced targeted marketing assets to drive engagement and implemented A/B testing insights for performance.
Responsibilities:

- Drove 40% more engagement by producing targeted marketing assets, promo ads, and motion graphics.
- Increased page performance by 75% by implementing insights from A/B testing.
- Created over 30 targeted landing pages in the Tilda website builder and email campaigns with 35% higher open and click-through rates for jewelry customers.

Technologies: Adobe Suite, Tilda

EDUCATION

- **University of Washington**
  UX & Visual Interface Design
  03/24 - 08/24
- **KNUKiM**
  Bachelor in Management of Social and Cultural Activities
  2015 - 2019