

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

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|---|---|
| Main Technical Skills | Adobe suite (5 yr.), Figma (5 yr.), Ant Design (5 yr.), Research Skills |
| Data Analysis and Visualization Technologies | Google Analytics |
| Databases & Management Systems / ORM | AWS ElasticSearch |
| UI Frameworks, Libraries, and Browsers | Ant Design (5 yr.), HTML/CSS Preprocessors |
| 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

