

OKSANA OSIPCHUK

product/ux/ui designer

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TOOLS

Sketch | Figma | Balsamiq Mockups | Adobe XD | Procreate

FREELANCE & STUDYING

MAR 2020 — NOW

UX and UI design for a sushi restaurant.

UI Design Bootcamp.

REIMPACT

AUG 2019 — MAR 2020

Developed the end to end design of the responsive homepage and subpages.

Owned the entire process from the research phase to developer handoff.

Deliverables included wireframes, high fidelity mockups, and style guide.

Created icon set for marketing materials and the website.

Collaborated with stakeholders and marketing manager.

FREELANCE & STUDYING

DEC 2015 — AUG 2019

UX consulting of a BU team in a large IT company (Stakeholder interview, AI, wireframe).

Collaboration with stakeholders and the development team.

Site traffic increased **by 38%**, browsing depth increased **by 40%**, the number of active bloggers grew **by 35%**.

UX design optimization and development of a mobile application for parents of children with disabilities.

Did the research, interviews with parents (about 30 people), persona creation, sprint design, wireframe work.

The number of downloads increased **from 100 to almost 5,000 times** after the first six months.

UX consulting for a furniture company.

Website optimization based on interviews with the owners and user research.

UX writing and a part of the visual design.

Sales increased **by 58%** after the launch of the new site.

DIASOFT

APR 2013 — NOV 2015

Carried out the design sprints before launching a new product (teams consisted of a product manager, developer, key executives, and me as the UX designer).

Was responsible for developing Flextera BI (a brand new product) and Diasoft FA# Treasury (the main product of the company).

The growth of new customers of Diasoft FA# was **20-23% YOY**, Flextera BI by **30-35% YOY**.

Did research and analytics for users' problems within both products.

Was responsible for the quarterly customer loyalty research study (100+ banks and financial institutions).

Teamwork and collaboration with designers and developers to launch new products and develop existing ones.

MICROTEST

JUL 2010 — APR 2013

Created and designed an event planning tool. After the launch, overall budget planning time for events was **reduced by 40%**, and budget allocation efficiency **improved by 30%**.

Did research and analytics for enhancing user experience with a sales marketing software tool. As the result, the total time to create reports was **improved by 15%**.

Sales of the new version **were increased by 10-12%**.

Designed and wrote marketing email campaigns (up to 15 marketing emails per month).

ELITE (ADVERTISING AGENCY)

AUG 2009 — JUL 2010

Designed layouts and prepress layouts of commercial booklets, marketing brochures, flyers (used CorelDraw and Photoshop).

I did the design and layout of business cards.

Worked directly with the printing house, creating layouts following the requirements of offset, digital, letterpress, and silkscreen printing.

The average number of layouts and designs of varying complexity that I did per week is 7-9.

EDUCATION

SEP 2004 — JUL 2009

University of Technology, Korolev

Masters Degree of Economics and Marketing