

KATERYNA KRAVCHENKO

Vancouver, BC | 236.978.1029 | krawchenko.k.e@gmail.com | [LinkedIn](#) | [Portfolio](#) | [GitHub](#)

OBJECTIVE: UI/UX Designer

SKILLS SUMMARY

- **Created an e-commerce website from concept to fruition resulting in a twofold increase in product sales and a boost in brand visibility**
- Over one year's experience in freelance UX/UI Designing and Developing websites
- Proficient in Figma and Adobe XD and experienced with photo and video editing software, including Photoshop, Adobe Premiere Pro, and Final Cut
- Expertise in WordPress (Flatsome and Elementor), Webflow, and Wix
- Familiarity with HTML and CSS, enabling custom design implementation
- Excellent time-management and organizational skills with great attention to detail and the ability to focus on a specific task or number of tasks
- Exceptional communication skills and an ability to write compelling texts
- Fluent in English, Ukrainian and Russian, spoken and written

TECHNICAL COMPETENCIES

Design Tools	Wireframing, Prototyping (low and high fidelity), Mockups, Storyboarding, Information Architecture
UX Research	Empathy Maps, Personas, User Stories, Journey Maps, Competitive audits, Affinity Diagrams, Usability Studies, Usability Testing
Project Management	Agile, Waterfall, SCRUM
Software	Figma, Adobe XD, Photoshop, Canva, WordPress, Webflow, Wix, Google Analytics, Adobe Premiere Pro

WORK EXPERIENCE

UX/UI Designer

Sep 2022 - present

Freelance | Vancouver, BC

- Communicate with clients, determine their needs and requirements, and maintain a task table to create transparent relationships
- Conduct UX research to define user needs and pain points: develop personas, user stories, journey maps and competitive audits
- Create wireframes and prototypes effectively showcasing design concepts and simulating website or application functionality
- Conduct usability testing to find potential users' challenges and create new design iteration
- Develop websites using different web build platforms such as WordPress, Webflow, or Wix
- Utilize CSS and HTML languages to improve design elements, ensuring website coherency and brand aesthetics

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Call Centre Agent

Nov 2022 - Dec 2022

Canadian Red Cross | Vancouver, BC

- Responded to over 20 calls per shift and communicated with customers affected by Hurricane Fiona
- Provided successful registration of beneficiaries and guide them about the next steps
- Followed the call centre's script and FAQ to provide effective customer service, find the best solutions, and settle conflict situations
- Collaborated with second-level support and other teams to handle all customer needs

Editor/Screenwriter

Mar 2019 - Apr 2022

Inter Profi LTD. | Kyiv, Ukraine

- Conducted secondary research, analyzed data, and created effective solutions to develop a script
- **Wrote engaged scripts for 80+ episodes of a TV show with 139K views when aired on TV channel + 10K on YouTube utilizing storytelling**
- Collaborated with co-workers throughout all stages of the production cycle to ensure smooth communication of the final product
- Edited recorded program materials for the final result

EDUCATION

Google UX Design Program

Sep 2022

NPower Canada | Vancouver, BC

Master's Degree in Journalism

Jun 2016

Taras Shevchenko National University of Kyiv | Kyiv, Ukraine

VOLUNTEER EXPERIENCE

Organizer festival "Journalist's Spring"

2014

Institute of Journalism | Kyiv, UA