

JULIA LEONKOVA Product Designer • E-commerce / DTC Growth

Turkey | juli.uxui@gmail.com | [LinkedIn](#) | [Telegram](#)

PROFILE

Product Designer with 5+ years turning user insights into revenue for DTC brands. Expert in Shopify Plus, conversion-driven UX, and rapid A/B experimentation. Drove Maree.com to +37 % YoY revenue by redesigning PDPs, launching high-CTR pre-landing and bundle pages, and partnering with marketing to optimize CAC/LTV. Comfortable leading remote, cross-functional teams and scaling design systems.

CORE SKILLS

Shopify Plus • UX Research • CRO & A/B Testing • Figma & Design Systems • GA4 & Hotjar • TripleWhale • Subscription & Bundle Flows • Product-led Growth • HTML/CSS basics • Remote Team Leadership • Data Visualization • Customer Journey Mapping

EXPERIENCE (reverse chronological)

MAREE — Product Designer (E-commerce/DTC Growth)

Apr 2024 – Present

- **Boosted advertising ROI** by designing targeted landing and pre-landing pages for Facebook and Google Ads, increasing ROAS from **0.80 to 1.80** and achieving CTR rates of **15–35%** on cold traffic.
 - **Increased LTV and improved project unit economics** by implementing a subscription model on product pages, with upsell and cart blocks tailored for recurring deliveries — resulting in a **15% LTV growth**.
 - **Raised AOV from \$30 to \$70–90** through an upsell strategy and optimized product page layouts that encouraged multi-item purchases.
 - **Reduced cart abandonment by 11%** via a redesigned cart experience with sticky CTAs, progress bars, and clear multi-item offer messaging.
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Astuvet — UI/UX Designer (VetTech)

2022–2024

- **Accelerated market entry & investor interest** by designing and launching the MVP of *MyVetCoach*, presented at a major US conference — securing strong investor engagement.
- **Increased conversion by 20%** through optimization of the onboarding flow, user journey improvements, and targeted A/B testing.
- **Generated \$10,000 in the first month post-launch** by creating and implementing a subscription-based monetization model, integrated into upsell and cart flows.

Neattech — UI/UX Designer

2021–2022

- **Boosted consultation booking conversion by 25%** in *NutriCampus* through a full interface redesign, improved IA, and streamlined navigation — attracting **50,000+ new users**.
- **Opened a new revenue stream** for *NutriCampus* by integrating monetization via webinars and courses.
- **Launched MVP of “Your Mentor” platform** from concept to release, enabling the first paid sessions and gathering positive user feedback within the first month.

Taxi+ App — UI Designer

2020–2021

- **Launched the Taxi+ MVP with a full design cycle** — from concept to implementation, including a design system and responsive UI for 4 core scenarios (ride now, pre-booking, multiple stops, SOS).
- **Optimized the user journey** by creating detailed CJMs and interactive prototypes, accelerating testing and feature delivery.
- **Conducted usability testing and competitive analysis** to refine UX and simplify navigation.
- **Achieved 10K installs and onboarded 120 active drivers** in the first month post-launch.

LANGUAGES

Russian — Native | English — B2