

WORK EXPERIENCE

Digital/UI Designer | Freelance

Jul, 2023 - Present

Working with clients in the banking, tech media and social sectors

- Currently working on a social initiative, designing pictures for a children's book.
- Designed mobile displays for the bank, creating a user-friendly and visually appealing interface.

UI/UX Designer | AIN.UA

Oct, 2017 - Jul, 2022

AIN.UA is a popular Ukrainian online magazine about IT business, startups, technology, Ukrainian and world news

- Led the 2 design cases, including user research, sketching, wireframes, prototypes, user testing, visual design.
- Created design system. This minimised the work of developers in figuring out how the product worked.
- Redesigned the magazine website. As a result the homepage is responding better to reader's needs, the content became more relevant and better structured and easy to navigate. Number of website readers increased 60%.
- Designed new anonymous job search service. As a result the site got an easy to use job board, a section for anonymous job search, the most complete database of Ukrainian IT companies with employee reviews and a built-in messenger.

Digital Designer | Freelance

Aug, 2016 - Oct, 2017

Worked with Ukrainian and international clients in eCommerce, B2C, and Blockchain sectors

- Worked on design solutions from scratch and collaborated with other designers, clients and developers.
- Designed websites, applications, icons, illustrations and logos.
- Participated in 8 projects in different roles as a UI, UX, Digital Designer and Illustrator.

UI Designer | Nektony

Jul, 2014 - Aug, 2016

Nektony is a software development company for Mac OS

- Designed user-friendly interfaces for 6 Mac OS utilities and 2 iOS mobile applications.
- Redesigned the company website, leading to a 10% increase in user engagement and conversion rates.
- Applied design methods to create iterative improvements that increased users by 18% for cleanup utility.
- Presented solutions to senior management.

PROFESSIONAL KNOWLEDGE

Tools	Figma InVision Miro Adobe Creative Suite Readymag Shopify
Skills	Experience Design Web/Mobile Data Analysis Research Define Problems & Goals Interviews Analysis of Competitors User Personas Wireframes Prototypes User Testing Product Design Interaction Design Interviews with Stakeholders Design Kit & System UI Design Iconography Typography Logos Digital Design No-Code Platforms Communication Skills Self-Directed Person Familiarity with HTML, CSS Agile, Scrum methodology.

EDUCATION

Education Centre Design Class: UI/UX Designer, 2014

Odesa National Economic University: Master's Degree in Marketing, 09.2001 - 12.2006