



Kateryna Yushchenko

UX/UI &
Product designer

Portfolio

City: Kyiv; full-time; remote/hybrid/on-site

Hard skills

- UX: research, Usability Heuristics, Competitor and target audience analysis, In-depth interviews, Surveys, JTBD, Usability testing
- CJM, User flows, Information Architecture
- High-fidelity prototyping, Responsive design
- UI design (typography, coloring, vector and raster, composition)
- Components, auto layouts, and variables in Figma
- UI kits, UI libraries and Design Systems
- Preparation of materials for web development
- Experience in designing mobile, web applications, and e-commerce
- Designing of corporate websites, landing pages, advertising static and motion banners, and presentations
- Experience with AI tools for work (Figma AI, ChatGPT, Midjourney, DALL-E, and Recraft)

Soft skills

- Managing and mentoring experience
- Participating in and organizing meetings, presenting my design solutions and ideas
- Responsible, non-conflict, and proactive
- Working experience with cross-functional teams
- Meeting deadlines and managing time effectively
- Having a high-stress resistance
- Team player, but can organize work process independently

Tools

- Figma/Sketch, FigJam/Miro
- Adobe Photoshop, Illustrator, After Effects
- Base level: Webflow, Framer
- Maze, Jira

Contact

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Telegram: [@eka_yushchenko](#)

Experience - **5+ years**

Head of design

7eminar

(December 2023 — January 2025)

- Managing and organization a four-person team, along with staff recruitment and training
- Mentoring and conducting design reviews for team
- Overseeing and optimizing design processes, while making key design decisions for the company
- Collaborating with cross-functional teams including marketing specialists, developers, product/project managers, and the CEO

Product designer

7eminar

(September 2020 — January 2025)

- Conducting research (competitor analysis, IA, user flows, surveys, in-depth interviews)
- Brainstorming and generating decisions
- High-fidelity prototyping; interactive design
- Creating a responsive design
- Redesign, creating, and maintaining educational web applications and design systems
- Making a brand book
- Designing corporate and promotional websites
- Designing advertisement creatives, presentations, and social media banners

UI/UX & Web designer

Freelance

(March 2020 — present)

- Mobile and web applications, E-commerces, Landing pages
- Advertisement banners and presentations
- EdTech, information technology, health & care, e-commerce

Education

National Technical University of Ukraine
«Igor Sikorsky Kyiv Polytechnic Institute»

- Computer science and information technologies (bachelor)
- Automation and computer-integrated technologies (master)

Training courses

- Projector | **UX design** (2022)
- Projector | **Design mobile app** (2023)
- Talk studio | **B1 and B2 English level** (2022-2023)

Languages

Ukrainian Native

English B2 level