ELINA OTCHENKO

UX/UI Designer | Graphic Designer

WORK EXPERIENCE

Formula Profi
nail industry manufacturer

Designer/SMM-manager
10/2024 – Present

- Designed and executed social media visuals, growing Instagram by 5,000+ followers in three months of active marketing campaigns.
- Co-led a campaign that boosted Instagram-driven revenue by 300K UAH.
- Built reusable templates, speeding up content creation 3x.

VDMT Store
online retailer

Designer
05/2022 – 09/2024

- Developed an engaging design for more than 500 products available in the online store and crafted mockups for the website.
- Maintained 2 e-commerce websites, ensuring a cohesive product display.
- Automated layout tasks, cutting creation time by 50%.

BIC Group
advertising company

Designer
09/2021 – 02/2022

- Delivered large-scale visuals for 30+ clients including outdoor ads and signage.
- Designed graphics for 15 fast food franchise locations.
- Improved project delivery by 30% through better planning and time management.

DeliveryNow App (project)

UX/UI designer

Redesigned a multi-user food delivery app (customers, runners, managers, restaurants).

- Conducted interviews, mapped pain points, created user flows and high-fidelity prototypes.
- Improved features like order tracking, delivery route optimization, and dashboard usability.

Selver Website Redesign (project)

UX/UI designer

Redesigned Estonia's popular supermarket website with a focus on user needs and improved usability.

- Conducted competitive analysis, user testing, and created personas with actionable insights.
- Led ideation using the Lotus Blossom method and built user journeys, sketches, and wireframes.
- Developed a functional prototype with real content, a custom style sheet, and linked interactions.

CatHub Website (project)

UX/UI designer, full-stack developer

Developed a social network using Golang, Next.js, and TypeScript.

- Implemented 10+ custom components, real-time messaging, secure login, and database migration.
- Handled UI design, front-end logic, and back-end structure for a seamless user experience.

Note: access to Figma on request, see other projects on portfolio

CONTACT

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SKILLS

Design
- Visual Design • Typography
- Brand Systems • Wireframing
- Prototyping • UX Research
- Usability & User Testing
- Interaction Design

Tools
- Figma • Adobe Illustrator
- Adobe Photoshop • CorelDraw

Tech
- HTML/CSS • JavaScript (TS)
- Golang • React.js • Next.js
- SQLite • Git & GitHub
- Postman

LANGUAGES

- English – B2 (Improving)
- Estonian – A2 (Improving)
- Ukrainian – C2
- Russian – C1

EDUCATION

kood/Jõhvi Coding School
Full-Stack Developer
2022 - 2024

National University of Life and Environmental Sciences of Ukraine
Master's of Marketing
2018 - 2021

CERTIFICATES & COURSES

Agile Product Mastery: Design, UX, Scrum, and AI Integration
Udemy

Web design: UI/UX and Photoshop Course
Aurora Development

Google UX Design Certificate
Coursera

Graphic Design – Intensive
European Design School