Valera Yeliesichev

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# Summary

UI/UX Designer with 4+ years of experience developing digital design solutions for responsive web and mobile applications. Expertise in landing pages, six-time #madeontilda award recipient for modern design showcase. No-code developer with knowledge in HTML, CSS.

# Experience

**UI/UX Designer** September 2022 – February 2023

*1A Auto USA, Remote*

* Restructured core design system, reducing development costs by 30% through the use of custom components
* Managed design and development teams, introducing a design-review process that that boosted overall productivity by an impressive 70%, along with a substantial reduction in bugs
* Collaborated with product managers, front-end developers, and the marketing team, optimizing the Product Detail Page to achieve a 20% increase in user engagement, which led to a 15% boost in sales conversions.
* Conducted comprehensive demo presentations for product owners, utilizing Figma prototypes to illustrate design concepts and functionality, facilitating informed decision-making.

**UI/UX Designer** March 2021 – March 2022

*Shelter PMS Moscow, Russia*

* Designed an internal app for mobile and web for hotel guests, achieving a 25% improvement in overall guest engagement, significantly enhancing the hotel’s digital guest experience.
* As the designer and developer, I created a captivating promo landing page for a new product launch, earning a #madeontilda award achieving a substantial boost in user engagement and sales
* Created a successful commercial offer template that played a key role in selling our products to major market players, leading to notable sales growth
* Revamped the social media visual keycode, boosting awareness and creating a more impactful online presence
* Improved email engagement by implementing a compelling style leading to a 10% increase in open rates, a 15% rise in click-through rates, and a 20% improvement in overall email interaction.

**UI/UX Designer** April 2017 – June 2020

*Sape Moscow, Russia*

* Single-handedly revamped the web and mobile interface for a critical product, contributing to a significant 20% rise in daily active users and a substantial 25% boost in average session duration.
* Led and finalized designs for 10+ projects, delivering over 100 unique screens.
* Played a key role in driving refinements and successfully introduced a comprehensive design system.
* Developed dynamic promotional materials for social networks, resulting in a 20% rise in audience engagement and notable brand expansion

# Education

**V.I. Vernadsky Taurida National University** Kyiv, Ukraine

*Bachelor’s Degree in Philology (French Translator) September 2013 – June 2018*

# Skills

Digital Product Design, User Experience (UX), User Interface (UI), Web Design, iOS Design, Material Design, Wireframing & Rapid Prototyping, Design Concepts, Design Systems, Design Sprints, Figma & Adobe Apps, Framer, AB-testing, Pro-Activity, Collaborating, Communication, Self-Driving, Understanding Engineering Requirements

# Languages

**English**: Upper Intermediate (B2) **French**: Upper Intermediate (B2) **Romanian**: Native

**Ukrainian**: Lower Elementary (A2)

**Russian**: Native