

eCommerce UX/UI Designer

Hello AromaTech team,

I'm applying for the eCommerce UX/UI Designer role because it sits exactly at the intersection of design, product thinking, and execution. I've spent the last several years designing and shipping digital experiences where the goal isn't just to look premium, but to perform, supporting conversion, clarity, and long-term brand value.

My work typically moves quickly from concept into prototyping, with frequent iteration based on feedback, constraints, and performance. I've led Shopify-based e-commerce projects end to end, translating abstract brand and emotional ideas into practical, production-ready digital experiences. I'm comfortable balancing custom design with existing platform capabilities, knowing when to push and when to use what already works.

I approach design decisions through a business lens. I rely on customer feedback, behavior data, and real outcomes to guide iteration, and I'm comfortable defending decisions with evidence. I also bring enough technical understanding to collaborate closely with engineers and ensure designs are feasible, scalable, and implemented as intended.

AromaTech's focus on premium experience, product ownership, and fast execution resonates with how I work. I'm motivated by roles where design directly shapes the product and customer relationship, and I'd welcome the opportunity to help shape and deliver high-quality digital experiences that support AromaTech's growth.

Thank you for your consideration,
Evgenii Kozhushko

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PROFESSIONAL SUMMARY

Product-focused UI/UX and front-end developer who owns features end to end, from concept through production. I work closely with design and product teams, move quickly through iteration, and focus on building experiences that deliver clear value for users and the business.

I specialize in shipping production-grade applications, building reusable UI components, integrating APIs, and delivering maintainable solutions in collaboration with product managers and senior engineers.

SKILLS

Frontend & Application Development
Data, APIs & State Management
UI, Styling & Design Systems
Authentication & Access Control
Tooling, Deployment & Testing
CMS & Web Platforms
Marketing & Integration Tools

JavaScript, React, Next.js, React Native
MongoDB, Mongoose, Appwrite, TanStack Query
Tailwind CSS, shadcn/ui, Figma, Adobe Creative Suite
JWT-based authentication, OAuth 2.0 flows, role-based access control (RBAC)
Git, Vercel, Render, Netlify, Jest
Shopify, Webflow
HubSpot, Klaviyo, MailerLite, Checkfront

DIGITAL PRODUCT / WEB DESIGNER (E-COMMERCE FOCUS) · 2023-2015 · rockymountainsoap.com

I lead digital product and web projects end to end, from strategy and UX/UI design through launch and iteration. My work focuses on building clear, accessible, and scalable experiences that teams can manage easily and that deliver measurable business impact.

- Owned UX and front-end decisions for multiple shipped features across client and startup products.
- Increased online inquiries by ~40% by redesigning Shopify storefronts with improved information hierarchy, PDP structure, and conversion-focused UX.
- Led end-to-end design for multiple Shopify builds, moving quickly from wireframes to high-fidelity prototypes and production-ready layouts.
- Translated brand and emotional concepts into premium digital experiences while balancing custom design with Shopify's native capabilities.
- Designed and iterated on landing pages and product flows using performance data, user feedback, and conversion metrics.
- Partnered with developers and marketers to ensure designs were feasible, scalable, and aligned with business goals.
- Used HTML/CSS to validate layouts, support implementation, and reduce friction between design and development.
- Established lightweight design systems and reusable patterns to maintain consistency across products and campaigns.

UX UI / PRODUCT-FOCUSED WEB DEVELOPMENT (PRODUCT + STARTUP PROJECTS) · 2019 - Present · studio587.ca

- Shipped customer-facing features from concept to release, owning wireframes, UI decisions, and implementation.
- Integrated analytics and feedback loops to inform iteration and prioritize changes based on user behavior.
- Balanced speed and quality by making deliberate trade-offs between ideal design and real-world constraints.
- Collaborated cross-functionally with product, engineering, and stakeholders to align execution with outcomes.

Bow Valley Climbing Access Society (BVCAS) — bvcas.ca
Canmore Indoor Climbing Society (CICS) — canmorecics.net
Shovels Up — shovelsup.ca
Summit Custom Conversions — summitcustomconversions.ca
Clearwater Paddleboards — clearwaterpaddleboards.ca

SOFTWARE DEVELOPER CANMORE FOOD RECOVERY BARN · 2025 - Present · ticketfarm.ca

- Designed and shipped a digital product that replaced manual ticketing, improving fairness and dignity in food distribution while eliminating outdoor wait times.
- Translated nonprofit operational constraints (fair access, daily capacity limits, zero waste) into clear user flows for registration, selection, and pickup communication.
- Designed simple, accessible interfaces optimized for time-sensitive users, reducing friction during high-stress registration windows.
- Implemented transparent feedback mechanisms (capacity indicators, confirmations, notifications) to build trust and reduce confusion.
- Partnered with staff and volunteers to iterate on workflows, ensuring the system aligned with real-world operations and staffing constraints.
- Delivered a reliable, equitable experience for users while reducing administrative overhead for a resource-constrained organization.

SOFTWARE DEVELOPER - Beta Board / Beta Comp · Startup 2025 - Present · betaboard.ca / betacomp.ca

- Led UX and product development for route-setting and competition management platforms used by climbing gyms and event organizers.
- Designed end-to-end workflows for managers and staff, including planning, scheduling, grading, and competition setup, prioritizing clarity and speed of use.
- Translated complex operational requirements into intuitive dashboards and visualizations, enabling users to track routes, events, and performance at a glance.
- Designed role-based experiences for different user types (owners, staff, members, guests), ensuring permissions and actions aligned with real responsibilities.
- Iterated on product features using user feedback and observed behavior to reduce operational friction and improve day-to-day usability.
- Balanced ideal UX with real-world constraints, making deliberate trade-offs to ensure features were reliable, scalable, and production-ready.