Faina Kurochkina

Product Designer - UX/UI Designer

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Product designer with over 4 years of experience in delivering solutions for complex challenges within B2B and B2C businesses. Built multiple digital products from concept to launch. Constantly raising the bar for user experience and driving innovation across diverse industries through strategic design thinking and a user-centered approach. Proficient in Figma, Adobe Suite, HTML/CSS, and familiar with design-to-dev workflows using GitHub and Jira. Strong collaborator with cross-functional teams, focused on delivering data-informed, accessible solutions that perform reliably across platforms.

WORK EXPERIENCE

DigitalVertex Enterprises, Product Designer

04/2023 – Present

- Designed a loan application flow for a fintech web app in collaboration with product and engineering teams, aligning user needs with business goals to improve application completion rates by 20%.
- Redesigned the user onboarding flow for a mobile banking app using user-centered design principles, streamlining interface elements and reducing user error by 35%.
- Designed Figma-based design system and component library used across 5+ web applications, reducing UI inconsistencies by 20%.
- Tested and refined the platform's enrollment flow; usability updates based on user feedback reduced the drop-off rate by 30% at the checkout stage.
- Conducted remote usability testing for a web-based educational platform; gathered feedback from 20+ users and collaborated with design and dev teams to improve user flow, increasing task completion rates by 25%.

Enel X Way, UX Designer

03/2022 – 04/2023

- Designed and optimized the mobile and web interfaces for EVChargeTech's charger-locator app, enabling users to find, reserve, and pay for EV charging sessions.
- Led user research and usability testing with over 30 EV owners to identify pain points in charger location accuracy, payment friction, and session tracking.
- Created high-fidelity wireframes and interactive prototypes in Figma, resulting in a 40% reduction in user drop-off during the sessions.
- Designed a responsive dashboard for fleet operators, improving monitoring efficiency and reducing support tickets by 25%.
- Established a scalable design system to ensure UI consistency across consumer and enterprise-facing tools, speeding up design-to-dev handoff by 35%.

- Conducted A/B testing on pricing page layouts and call-to-action placement, increasing charger subscription sign-ups by 18%.

EDUCATION

College of San Mateo
Associated Degree in Business Management

Odessa State Economic University, Ukraine
Masters of Economics

CERTIFICATES

User Experience Design, Google - 2023
Google Analytics, Google - 2024
Search Engine Optimization - HotSpot - 2024
Designing with Figma, LinkedIn - 2025
Using AI for UX Design and Research, LinkedIn - 2025