

# Natalia Polishchuk

UI/UX Designer

## EXPERIENCE

### eBay • UI/UX Designer (Seller experience)

July 2021 — Present • Remote

### Lemonaid Health • UI/UX Designer

Mar 2021 — July 2021 • Remote

Lemonaid Health was working with a British pharmacy chain (Boots) to create a virtual doctor's office and medicine pick-up/delivery system. My responsibilities included: the standardization of the UI kit, as well as Figma templating using auto-layout and the variants feature to create reusable, scalable, and easily transmutable components • Driving the vision of an atomic design system, including the visual style, UI components, and language elements with input from a director of product design and the international development team • UX flows optimization: reviewing existing user flows and optimize the experience to alleviate user pain points by reworking the checkout flow as well as introducing an optimized experience for the first time and returning users • Mentoring a staff-level designer to help bring up his skillset in regards to atomic-design system-level thinking.

### Mystical Eye Design • UI/UX Designer

May 2020 — Feb 2021 • Remote

I was responsible for delivering a platform that enables interior designers to build out pitch decks, onboard clients, and connect with brands in an industry-specific CRM (client relationship management tool) with a CMS (content management system) built-in • Took ownership of UX design, interactive prototype creation, and UI style creation • One of my challenges was executing on the client's vision while advocating for various types of users and their multitude of needs • Launched an internal project management feature, a marketplace tool for showrooms and brands, a collaboration tool for designers to share with their clients, and a powerful budgeting and accounting tool.

### Wonderment Apps • Product Designer

Dec 2019 — Apr 2020 • Los Angeles, CA

At Wonderment, I was contracted to their client Wedgewood, a real estate company. My role was to help build out the Offer Portal project for internal real estate agents who are the primary users. We worked in a two-week-sprint agile environment • I fixed the search process of the portal since the old system did not have the functionality to add documents to property entries so users were making duplicate entries which led to database errors • I created a style guide for Wedgewood in Figma and trained the dev team on both use cases. This allowed for rapid communication between design and development teams which eliminated the need for heavy annotation during the final UI handoff • I collaborated with the business analysts team by helping them shape requirements into technical documentation and user stories. These business needs were examined during the user testing sessions that I conducted.

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## SKILLS

### UX

User Interviews • User Research  
Whiteboarding • Requirements  
User Flows • Wireframing  
Prototyping • Usability Testing

### UI

Design Systems • Style Guides  
Mockup Builds • Annotations  
Quality Assurance

### TOOLS

Figma • Sketch • Adobe CC  
Mural • InVision • Whimsical

### TECH

HTML • CSS • WordPress  
Shopify • BigCommerce

I have used many different tools and frameworks during my career. To avoid a full laundry list of tools I kept only my favorites. If your company uses anything else in your workflow I am always happy to learn a new tool or method.

### SOFT SKILLS

- I am focused on the details without losing sight of the holistic, big-picture approach.
- I am an energetic and engaging collaborator who strives to add value to the entire organization.
- I have a deep sense of empathy for user's needs and goals.
- I am driven, delivery-focused, determined, highly adaptable.
- I thrive at communicating overall design intent in a verbal, written, and visual way.
- I embrace experimentation so I am able to fail fast to learn fast.

## **Mystical Eye Design • UI/UX Designer**

**Aug 2019 — Nov 2019 • Remote**

While working on this SEL (social and emotional learning) iOS application for kids ages 5 to 12 years, I designed the sign-up flow for the Guide (parent) and the Student (child). The FTUX (first-time user's experience) was built into short information-based screens for the parent that also allowed them to personalize the app experience for their child through a series of questions and games • The most complex set of features I designed was a mechanism for kids to explore a wide range of feelings and introduce skills to express themselves using a gamification model • I added an inbox feature that functions as a repository for alerts and notifications from the application as well as reminders and lesson updates. The kids loved seeing their rewards as they finished a lesson and their parents could exchange the rewards for gift cards, further incentivizing the interaction and monetizing the app through affiliate marketing.

## **Bastion Rare • UI/UX Designer**

**Mar 2019 — Jul 2019 • Irvine, CA**

At this international digital agency, I worked with the following clients: Daniel Fine Art Services (an art consulting firm), Q-see (a security camera systems company), Code of Harmony (a plant-based CBD skincare products store, and clinic) • I conducted onboarding sessions for the new clients along with my UX work. This allowed the UX team to gain a broader understanding of each individual client's business needs so the agency could focus on the user pain-points • Whiteboarding sessions helped guide clients through the UX vision and brought a holistic understanding of not just what we were building for our clients but why • While my UX work was guided by promoting conversion rates, these e-commerce clients were able to increase the percentage of new sales and lower abandonment rates through the users being able to find the information they needed easily and quickly.

## **Mystical Eye Design • UI/UX Designer**

**Sept 2018 — Feb 2019 • Remote**

My duties included e-commerce development, banner ad creation, and monitoring, as well as email template creation, and UI/UX design. Clients I worked with: Crafted Legal (a law firm focusing on the adult beverage industry), Restore Fitness (a CrossFit gym), Pentadata (a financial data storage company), Bitdoor (a financial services firm), Interra Design (an interior design firm), Urban Garden (an e-commerce succulent store), Unique (an e-commerce sunglasses company), All In Motion (an e-commerce fitness clothing store).

## **Arctic Leaf • Front-end Developer**

**Jun 2017 — Aug 2018 • Lake Forest, CA**

As a part of the development team at this agency, I used a mobile-first approach to develop and maintain e-commerce websites on WordPress, Shopify, and BigCommerce platforms. I worked closely with account managers and UI/UX designers. This gave me a wider understanding of their roles, user needs, end goals, and allowed me to provide valuable insights on how to lower the time to hand-off deliverables by providing the technical concerns during the early stages of the design process. An example of this would be treating design elements and code as a series of reusable components.

## **EDUCATION**

General Assembly  
Front-end Developer

Jun 2016 — Sept 2016  
San Francisco, CA

South Ural State University  
Economics and Project  
Management (B.S.)

Sept 2007 — Jun 2012  
Russia

