

Nataliia Blashchuk

Product design & UX/UI

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Experience

Freelancing & Collaborative projects

February 2025 - Present | Remote

Delivered end-to-end design solutions for various small-scale projects. Co-authored a detailed UI/UX case study for the web platform "Consilia", focused on product development and creating value for both users and business by aligning user needs with Values Propositions Strategy.

UI/UX Skills Development & Mentorship

March 2024 - February 2025 Poland

Under professional mentorship, I designed a mobile application for parents and caregivers, executing the full UX design process from user research to high-fidelity prototyping while developing core product design skills.

Product designer. Zleex

November 2023 -July 2024 | Remote

In my first collaboration with a product team, I participated in strategy meetings focused on enhancing our agency's pitch and visual identity. The goal was to implement AI solutions to boost business growth and increase visibility on Product Hunt. My role involved learning the brand and the product development process while contributing creative ideas.

Hackaton. MVP development of the service for bank employees. Study project.

March 2023 - September 2024 | Poland

During my first hackathon, I contributed to a web service project by conducting product and competitor analysis, collaborating on UX research to identify user needs, co-developing a UI kit, managing team coordination, and assisting in the final presentation.

Education

Geekbrains

2022 - 2023 | Ukraine

Online course "UI/UX design"

Udemy courses

2023 | Poland

Web&Mobile. ZTM and User Experience Design.
User Experience

Skills

Tools

Figma (design, figjam, slides, ai sites)
Framer, Lovable (base skills)
Miro (moodboards, using frameworks)
Adobe Photoshop and Illustrator
InVision studio (base skills)
Slack (collaborating)
Vs Code, Git hub, Sublime text
AI tools (Chat GPT, Gemini)

Methodology

Product constraints
Value Proposition Strategy
Interaction design
Wireframing & Prototyping
Atomic Design Technology
Using design guidelines
UX User Research (base)
Usability testing(base)
HTML and CSS(base)
Leveraging AI tools