Pavlo Khokhlov

Product Designer

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(Be) (in) (email)

Work Experience

Svitla
Global Digital Solutions. Senior Product Designer [Contractor].
MAY 2022 - now

Norton Antivirus
Windows software — UX/UI for A/B tests for subscription growth.

Norton 360

Avast Antivirus
Avast Security for Windows, Avast One and Avast Mobile Security for Android — UX improvements, UX/UI for A/B tests for subscription growth.

Premium Security

LaverageUX
FinTech & DataTech Agency. Senior Product Designer
JUL 2020 - JAN 2022

SelfWealth Online Share Trading Platform
iOS & android share trading app from scratch, public website.

Behance App   Behance Design Process

Contentedge AI Content Generation Software
UX/UI improvements for conversion rate boost.

Behance   Contentedge

Leadsdoit
Performance Marketing Agency. Senior Product Designer
OCT 2018 - MAY 2020

UX/UI for website conversion improvements, UX/UI for iOS app from scratch.

Behance App   Behance Website

BetterMe
Healthcare Apps. Product Designer
OCT 2017 - JUL 2018

Weight loss app for iOS & android — UX/UI for conversion improvements. Meditation app for iOS & android — UX/UI for app from scratch, design system.

App Store   Google Play

Rabota.ua
Job Search. UI Designer
DEC 2015 - AUG 2016

UX/UI for desktop and mobile CV builder feature.

Website   Behance

Why me

I care about business
I'm into interfaces
I like to achieve

Mindset

Good PM is a must
A/B test should educate
Less is more

Expectations

Remote full-time job
Deep dive into the product
Great team

Key Skills

Competitor Analysis, Usability Testing, UX Audit, A/B Testing, Persona, JTBD, Empathy Map, CJM, Design Thinking, Brainstorm sessions, VPC, Lean Canvas

Figma, Design Systems, Prototyping, HTML & CSS, Responsive Design, Human Interface Guidelines, Material Design

English

Upper-Intermediate.