

Pavlo Khokhlov

Product Designer

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](#)

LeverageUX

FinTech and DataTech agency – senior product designer

JUL 2020 – JAN 2022

SelfWealth online share trading platform

iOS and 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 and android – UX/UI for conversion improvements.

Meditation app for iOS and 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

My Expectations

Full-time remote 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

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

English

Upper-Intermediate

Contacts

pvlxoxlov@gmail.com

[in](#)

[Be](#)