

Andrian Shtark

Product Designer

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About

Product Designer with experience in designing web and mobile B2C interfaces. My approach is built on user empathy and product logic: I gather data, analyze insights, formulate hypotheses, and deliver impactful solutions.

Experience

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August 2025 – Present

- Developed the UX/UI concept for a web product from scratch: from initial research to final high-fidelity interfaces
- Conducted market, target audience, and competitor analysis to form data-driven product hypotheses
- Mapped user scenarios and use cases to identify and address key user needs
- Performed usability testing on interactive prototypes to validate design decisions
- Built and maintained a design system to ensure interface consistency and accelerate development
- Designed responsive web interfaces for desktop and mobile platforms
- Developed a responsive landing page focused on the first touchpoint to improve Time-to-Value
- Implemented the frontend layer: utilized AI tools to translate design into code (React + CSS), ensuring pixel-perfect execution

Hired App

July 2024 – August 2025

- Conducted guerrilla interviews and competitive benchmarking to identify key user pain points and expectations
- Defined JTBD frameworks and CJM to refine product architecture and user flows
- Designed user flows, wireframes, and interactive prototypes
- Developed the visual identity and UI for a web application, adhering to product requirements and platform-specific guidelines
- Created a scalable design system that streamlined the handoff process and interface expansion

Freelance (UI design)

March 2023 – May 2024

- Designed UI interfaces for MVP projects for small businesses (landing pages, dashboards, web services)
- Engineered wireframes and interactive prototypes for hypothesis testing and UX optimization
- Developed visual concepts and UI guidelines for efficient handoff to developers
- Collaborated directly with clients: gathered requirements, proposed solutions, and managed projects through to final delivery

Skills

- **Product Design:** End-to-end user journey mapping, problem-solving, feature design, business requirements, product hypotheses, MVP development
- **Analytics:** Product analytics, UX metrics, conversion rate optimization
- **UX Research & Strategy:** User Flow, Information Architecture, User Scenarios, CJM, User Stories, Personas, Jobs To Be Done, UX Patterns
- **Visual Design:** UI Design, Typography, Color Theory, Grid Systems, Responsive Design, Interface Design
- **Prototyping:** Wireframing, High-fidelity clickable prototypes
- **Design Ops:** Design Systems, UI Kits, Component Libraries, Design Tokens, Atomic Design
- **Content:** UX Writing, UX Content Strategy
- **Development:** Vibe Coding (AI-assisted development)

Tools

Figma, Adobe Photoshop, Windsurf, AI Tools (LLMs)