

## Product Designer

Iuliia Shevchenko

Amsterdam, NL

+31621339004

### Work experience

#### Sr Product Designer

04/2021 - Currently

##### Intersport Group

Working on development of Universal Design System and its adoption across countries

UX research, user interviews, A/B testing of components and flows

Working with stakeholders across the business and countries to gather needs and evaluate solutions

Leading projects outside of UDS scope, developing solutions, gathering feedback and presenting results to the business

#### UX/UI Designer

07/2020 - 02/2021

##### Surfly

Worked with stakeholders across the business to scope, design and implement features and improvements

Designed UI for co-browsing, as well as the admin dashboard app

Analysed user data, feedback; conducting user interviews and tests

Shipped features and products working closely with the engineer and the management team

#### Designer

01/2018 - 12/2019

##### Albelli

End to end development of ideas, concepts and designs of creative assets

Supported visual design of cross-platform applications and websites

Created educational content to shape a community around the product

Turned insights from data analytics/researches and user interviews into tangible design concepts

#### Visual Designer

01/2018 - 12/2019

##### DHL

Created various Facebook, Google Ads banners, infographics

Worked closely with UX team (app and website)

Supported and improved brand's identity and guidelines, made mockups Worked on email templates and campaigns

#### Graphic Designer

01/2018 - 12/2019

##### AMDG

Coordinated work of external designers

Worked on graphic materials for various clients, designed presentations, banners, web pages, layouts, post cards, infographics, branding for social media pages

### Education

#### University of Jan Evangelista

09/2015 - 07/2017

##### Master of Arts

#### VVSU

09/2009 - 07/2015

##### Bachelor - Design