



## About me

Hi. My name is Veronika, I'm a UX/UI designer with 4+ years of experience. I focus on improving user experience and involving new users. My goal is to create simple and functional designs that solve user problems and help achieve business goals

## Skills

Figma

Photoshop

Tilda

Agile

HTML

CSS

Python

SQL

UX/UI

Project management

Branding

## Education

### Setters Education

Project Manager Course

### Czech University of Life Science

Informatics Bachelor's degree

Sep. 2020 - Feb. 2024

## Working experience

### Freelancing & working with smm agencies

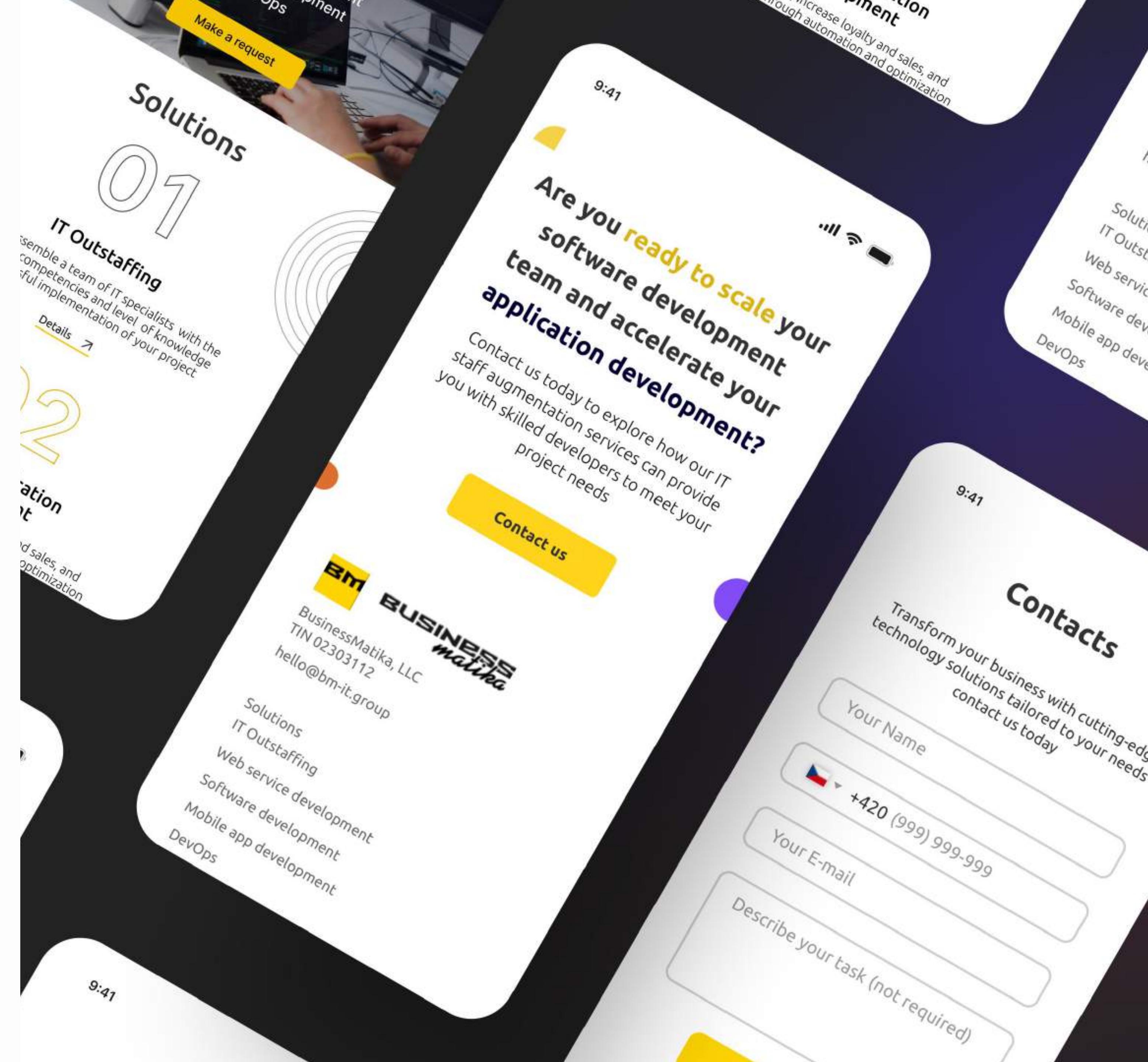
(2019 - present)

Website design and development, concept development, testing and optimisation, website promotion, service and support

# Case 1

## MULTI-PAGE WEBSITE WITH CASE STUDIES FOR IT COMPANY

Tech Innovation   Outstaffing   IT



# About project

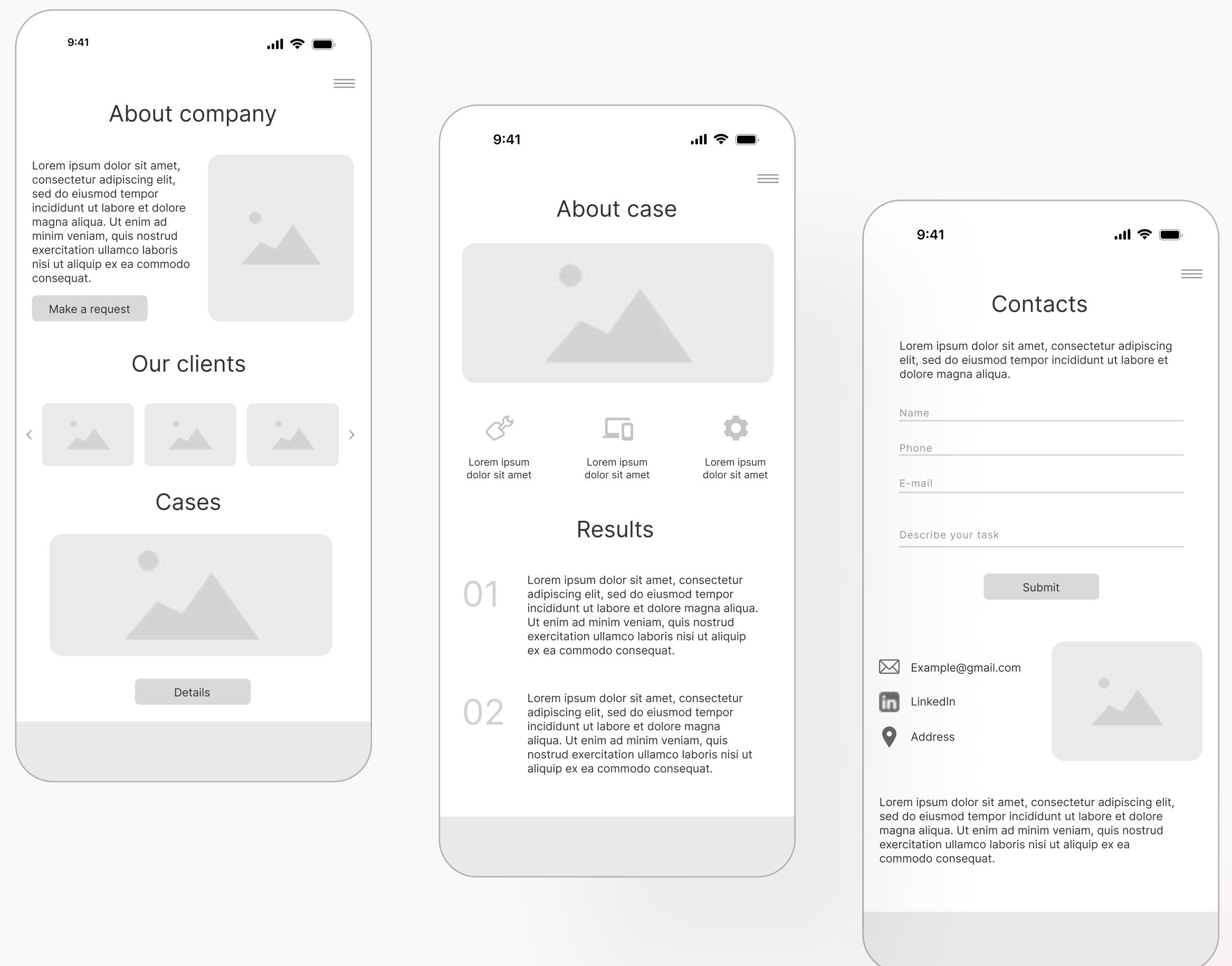
## What's the task

- Corporate website-portfolio
- Get feedback from potential clients
- Adaptation for all devices
- Animation of elements
- Design of interface elements: buttons, forms, icons, etc.
- SEO-optimisation
- Connection form to the CRM system

## Target audience

- People interested in the company's products or services
- Businesses looking for solutions to their needs
- People looking for opportunities to invest their money
- Professionals looking for new career opportunities

## Prototype



# UI-Kit



## Aa Aa

### Ubuntu Font

Primary #F4D348

Secondary #39393D

Primary #F4F5F7

Secondary #C3C3C3

#### Buttons

Details Show more Contact us

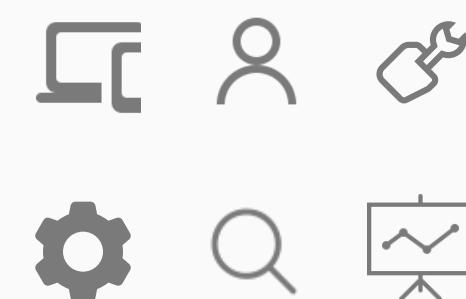
#### Tabs

Info about the client Objective Challenges

#### Form

#### Elements



# Result

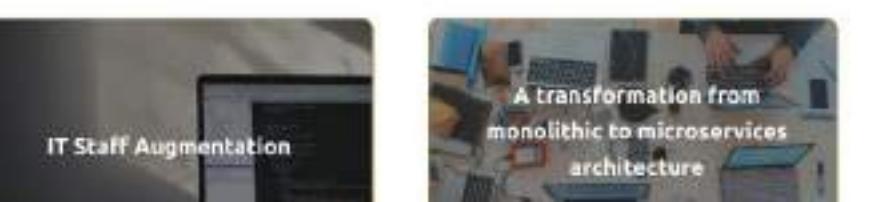
## What was done

- Company website-portfolio
- Minimalistic design with elements of the company's corporate style
- Adaptive web design with animation
- Better navigation
- SEO optimisation
- Increased time spent on the site by users
- Conversion increased

Project link →

The screenshot shows the homepage of the BusinessMatika website. At the top, there is a banner for "Digital product design and development" featuring two laptops displaying software interfaces. Below the banner, the company logo "BM BUSINESS matika" is visible along with navigation links for "Solutions", "Cases", "Reviews", and "Contacts". A yellow button labeled "MAKE A REQUEST" is prominently displayed. The main content area is titled "Solutions" and lists five services: 1. IT Outstaffing, 2. Mobile application development, 3. Web service development, 4. Software development, and 5. DevOps. Each service entry includes a brief description, a "Details" link, and a small circular icon. At the bottom of the page, there is a section titled "Our clients" featuring logos for HYUNDAI MOBILITY, X5 RETAIL GROUP, TOYOTA, and segezha group.

## Cases



The screenshot shows the "Clients reviews" section of the website. It features a testimonial from "Hyundai Mobility" with a quote: "We entrust our confidential projects to the company "BusinessMatika" LLC. We feel its assistance and trustworthiness in carrying out personnel tasks would be crucial for the success of our business and image of the staff and as a result, the high-quality performance on the tasks we have set. Thanks to the competent and diligent work of the manager, this staff is provided in a timely manner and in the required quantity. The company "BusinessMatika" LLC has proven itself as a reliable and responsible partner. We look forward to further cooperation in the future. We are very pleased with the professional attitude towards our business interests." Below the testimonial, there is a "Tell us about your task, and we will get started on fulfilling it!" button.

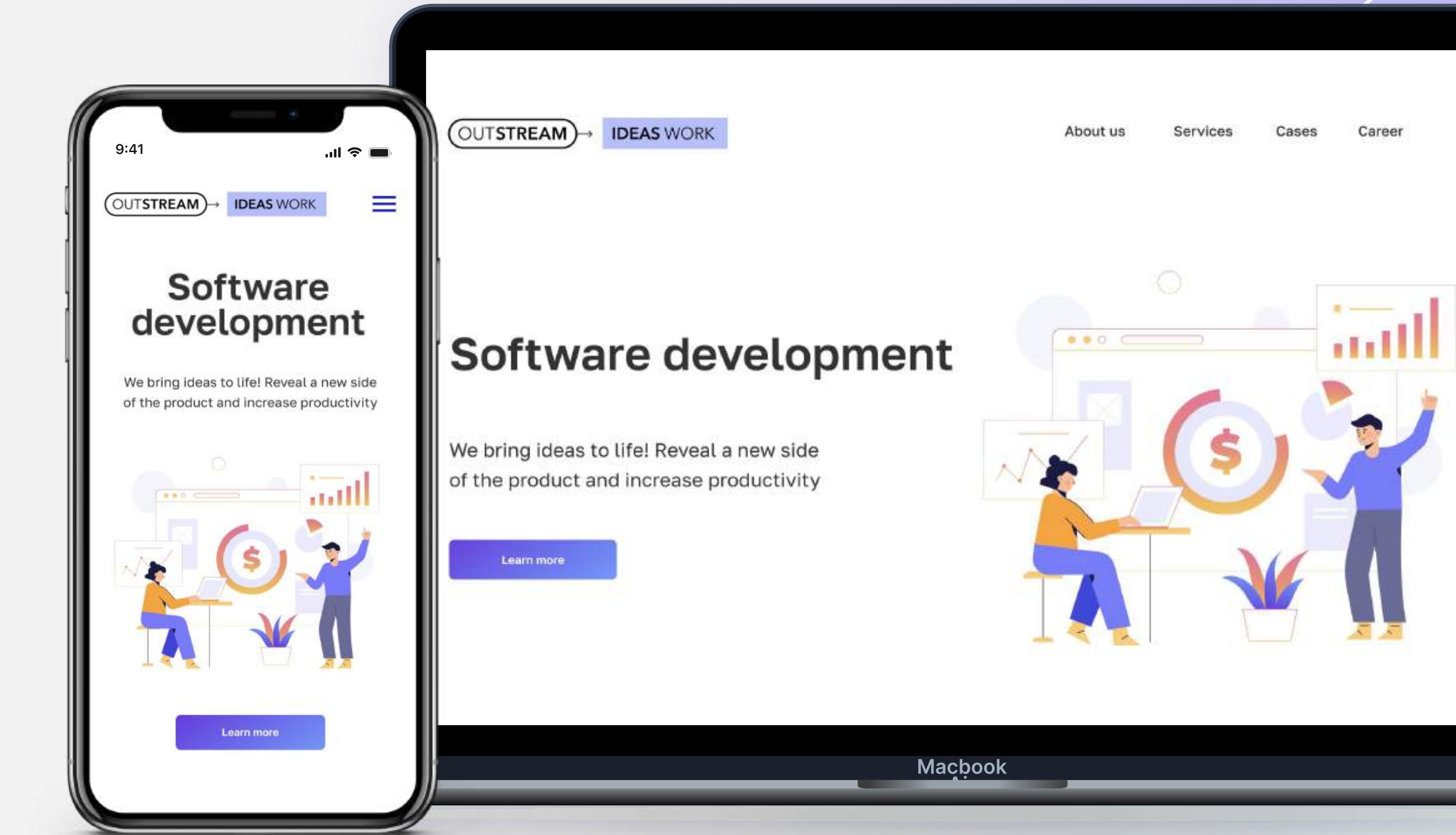
The right side of the page contains the "Contacts" section. It includes a "Transform your business with cutting-edge technology solutions tailored to your needs – contact us today" message, several contact form fields (Name, Phone, Email, Message), and a "SUBMIT" button. At the bottom, there is a footer with links to "Solutions", "Cases", "Reviews", "Contact us", and "About us".

# Case 2

## ONE-PAGE WEBSITE FOR IT-COMPANY IN FINANCIAL TECHNOLOGIES

FinTech

IT



# About project



What's the task

- Minimalistic one page website
- Animation of elements
- Development of colour palette and typography
- Design of interface elements: buttons, forms, icons, etc.
- Adaptation for all devices
- SEO-optimisation
- Connection form to the CRM system



Target audience

- Potential partners interested in co-operation with innovative companies
- Entrepreneurs looking for solutions and partners for business innovation
- Students who want to learn about best practices and case studies from business world

Logo

About us Services Cases C

Outstream

We bring ideas to life!  
Reveal a new side of the product  
and increase productivity

Learn more

Cases

Case №1

Lore ipsum dolor sit amet,  
consectetur adipiscing elit, sed  
do eiusmod tempor incididunt  
ut labore et dolore magna aliqua.  
Ut enim ad minim veniam

...

# UI-Kit



Aa Aa

Golos  
Font

Primary

#6634E3, #6B99FF

Secondary

#F8C34E, #F17293

Primary

#F7F8F9

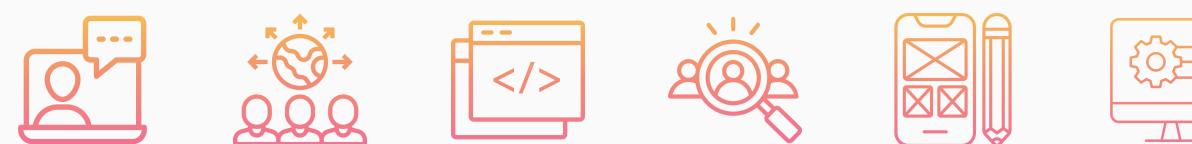
Secondary

#8890AF

## Buttons

Learn more   View works   Send

## Tabs



## Form

Your name

Phone number

Mail

Attach a file\*

I accept the user agreement and privacy policy

# Result



- A modern website that highlights its expertise in digital technology
- Better navigation
- Adaptive web design with animation
- SEO optimisation
- Increased time spent on the site by users
- Conversion increased by 30%

Project link →

**Technology stack**

Technology stack affects time, quality, and scalability of the project in the future.

Frontend	Backend	Blockchain	Mobile
React, Redux, Angular, Vue	Python, Kotlin, Java, GoLang	Ethereum, TERA, Polygon, Solana	ReactNative, Flutter, Native mobile

**Cases**

**Case №1**

Development and web optimization of a multi-currency wallet. Deep integration with Bitcoin, Tron, Ethereum blockchains. A team of 15 people successfully handled the project over to the customer.

**Our contacts**

We are always open to new challenges.

To start a new project or collaborate, please fill out the form:

**Software development**

We bring ideas to life! Reveal a new side of the product and increase productivity.

**About the company**

We develop new and upgrade existing IT infrastructures as well as releasing IT products and purchasing applications. We make complicated things simple and take care of the technical aspect of the whole process.

The main specialization of the company is FinTech - financial technologies that make relationships with money easier, faster and more reliable.

Our team consists of specialists who are deeply immersed in software development. We wisely apply both classic and new technologies and bring your projects to life.

**Services**

Company directions:

<b>Software development</b> We develop and support any software tailor-made to meet your needs. We create a stable and secure system which improves business processes, and increases return on investment.	<b>Consulting</b> We provide information support for technical processes, evaluate system security and scalability.
<b>Outstaffing</b> We provide experienced professionals for the following tasks: <ul style="list-style-type: none"><li>• Project management</li><li>• Product Marketing</li><li>• Data analysis</li><li>• Software development</li><li>• Quality Assurance</li></ul> Outstaffing helps to reduce the cost of employment, and fixed costs of maintaining the team. At the end you gain time which saves you money.	<b>Recruiting</b> We have developed scenarios for technical interviews and test tasks for most of the IT specialties the market demands. You receive information about the experience of each successful candidate, a review of his interview and an assessment of the terms of reference. This reduces your search costs and improves the quality of the staff hired. And again saves your time to focus on more important tasks of the company that will generate profit.

**Outstream**  
OUT NUMBER 224 3300770  
OUTSTREAM

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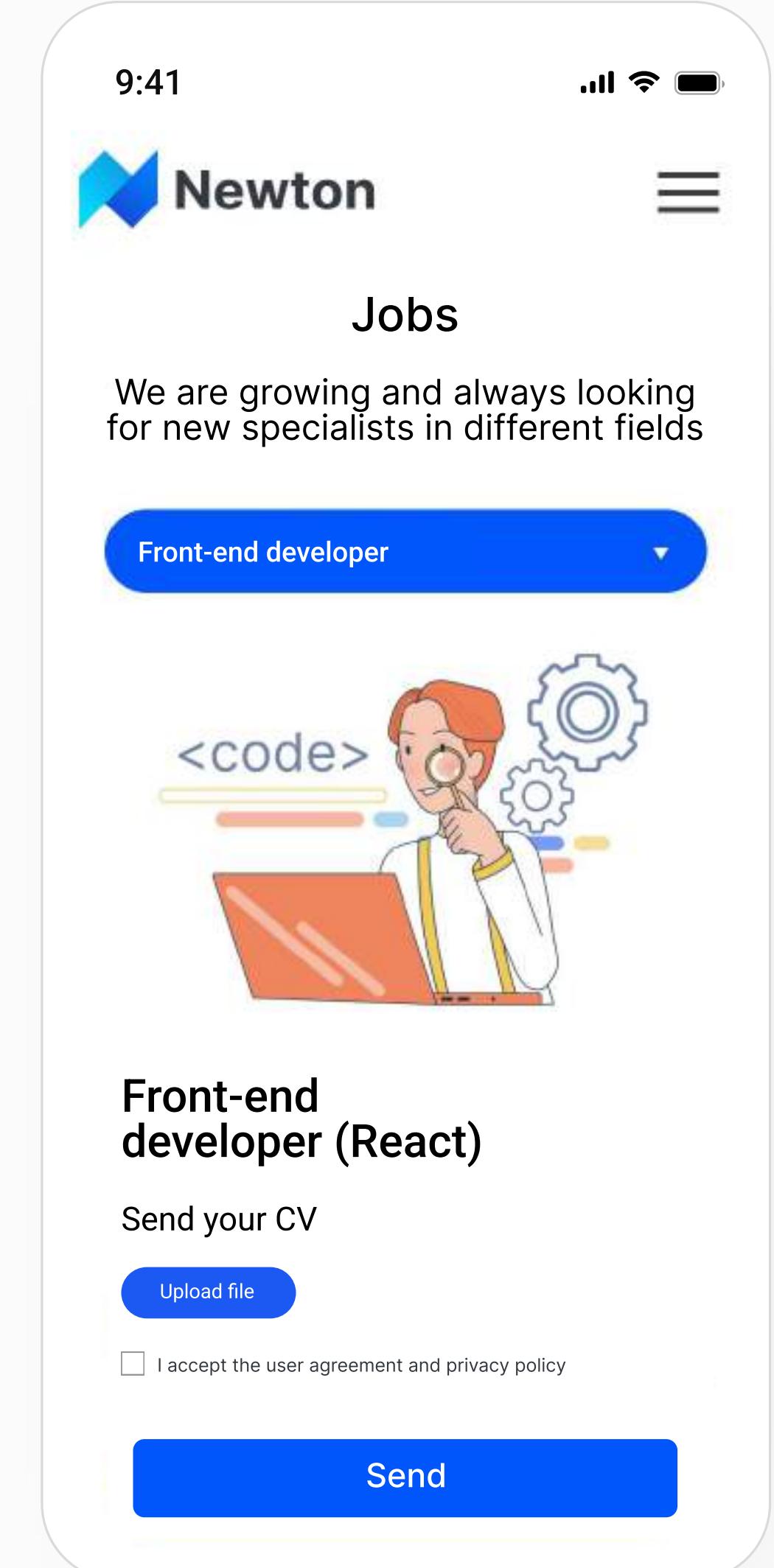
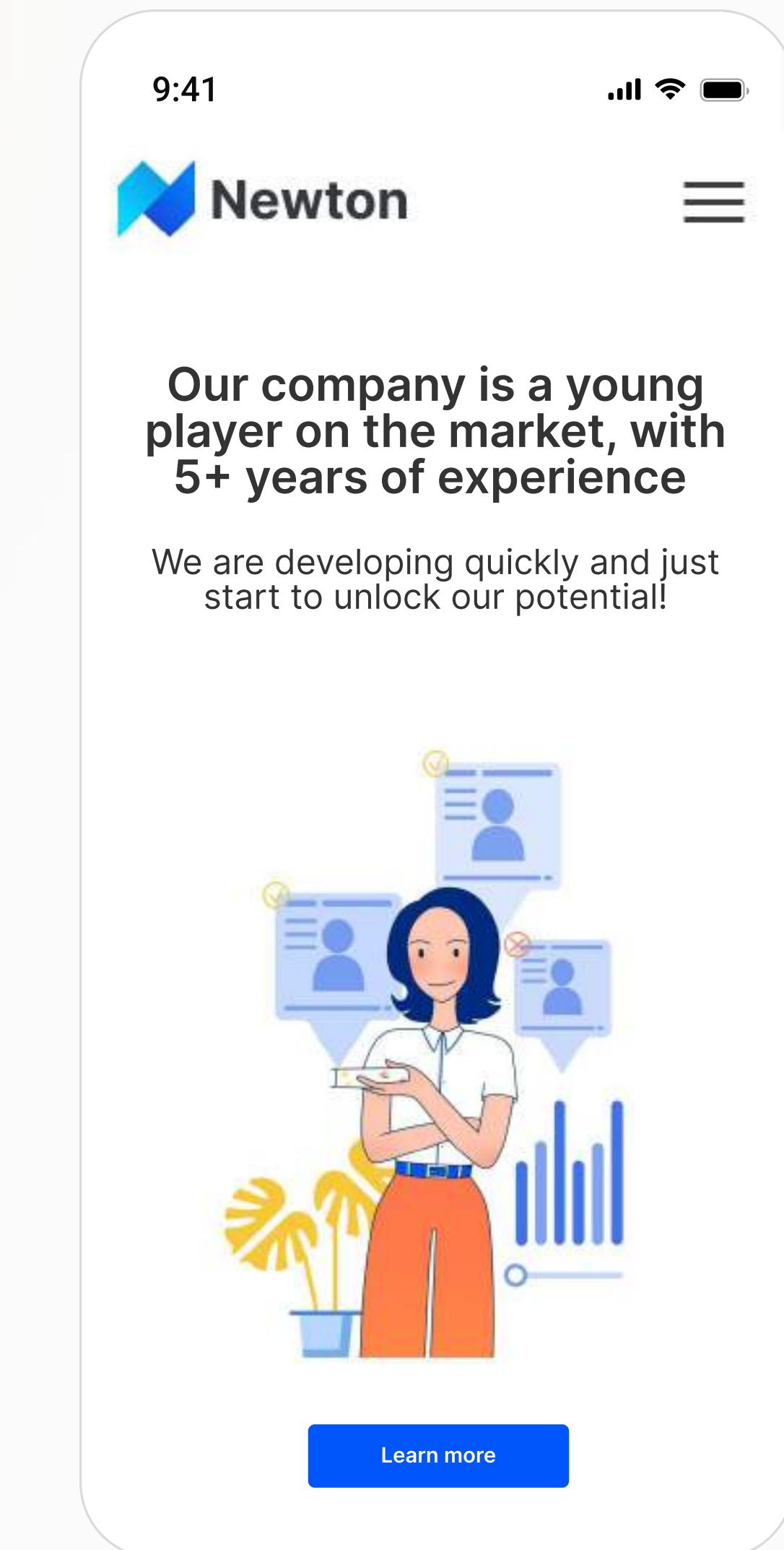
Privacy Policy

# Case 3

## ONE-PAGE WEBSITE FOR IT-COMPANY IN FINANCIAL TECHNOLOGIES

FinTech

IT



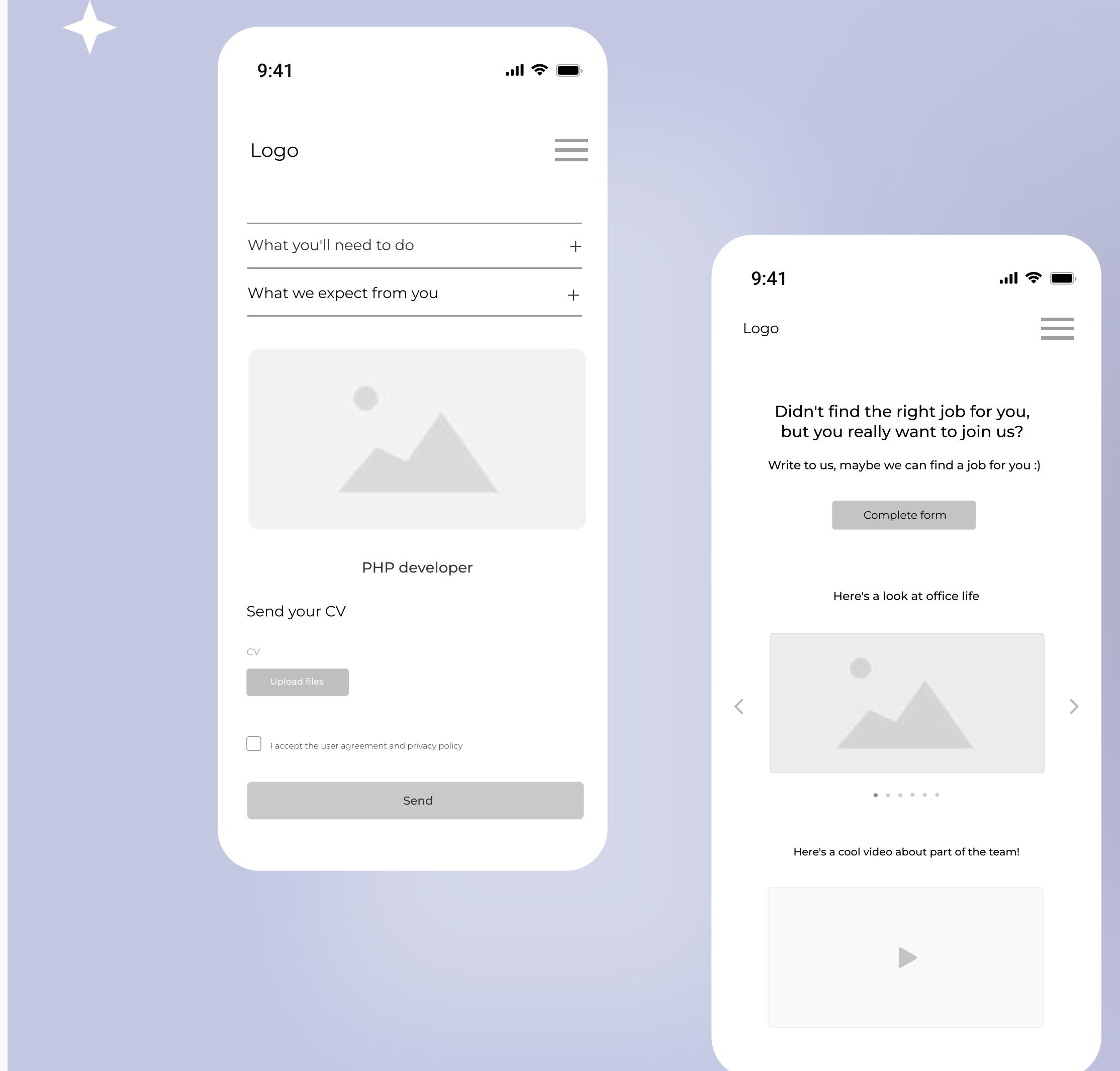
# About project



- Analysis of competitors and target audience
- Development of colour palette and typography
- Creating personal illustrations
- Animation of elements
- Website adaptation for all devices
- SEO, CRM system settings



- IT specialists who want to learn about modern solutions and trends
- Programmers and engineers looking for new projects and technologies
- People interested in financial instruments and startups



# UI-Kit



Aa Aa

Inter  
Font

Primary  
#0055FB

Secondary  
#333333

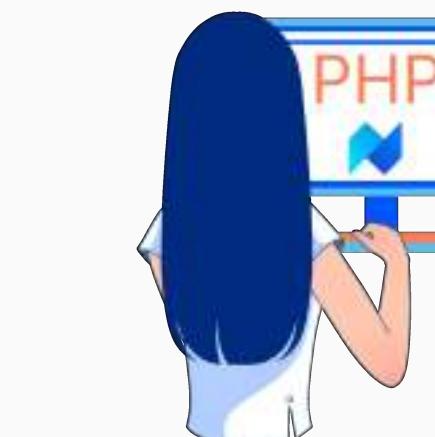
Primary  
#F9F9F9

Secondary  
#EF855F

## Buttons

[Learn more](#)[Complete form](#)[Go to YouTube](#)

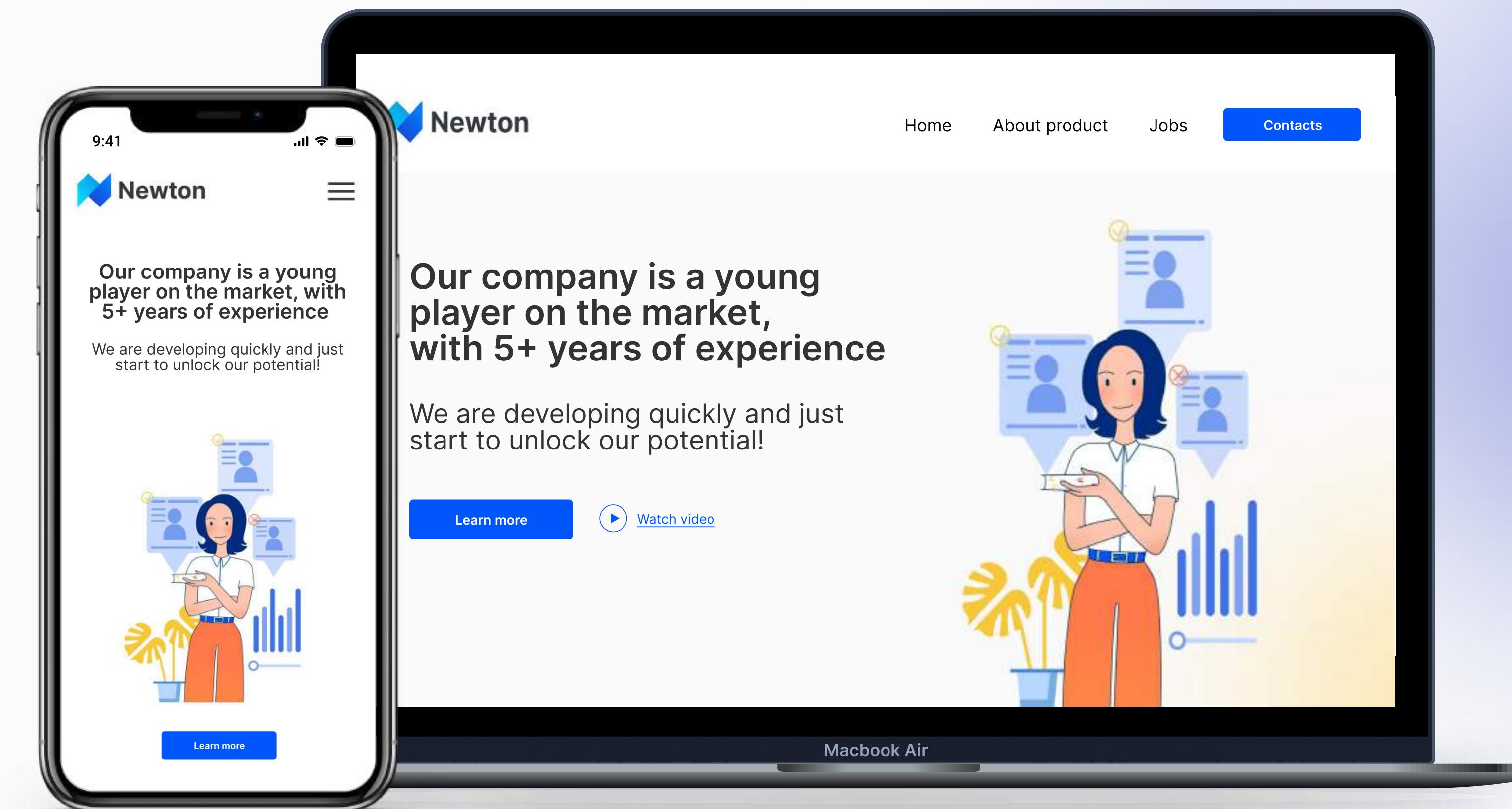
## Illustrations



# Result

## What was done

- Website that provides a business card for the company (describes advantages, products, developments)
- Interface and content structure, which makes it comfortable for the user to get informed about the product (company), as well as to submit an application or contact the company for partnership/work/questions
- Design that accompanies the content and complements it. (Illustrations, visual infographics)
- Conversion increased by 26%





I will give my contribution  
to the development of your project!

### For contact



E-mail

vershvester@gmail.com



Telegram

@vershvester



LinkedIn

veronika-shchelkonogova

