



# SVITLANA VELYCHKO

UI/UX Designer

## Skills

- Proficiency in graphic design and animation software: Adobe Creative Suite (Photoshop, Illustrator, InDesign, Lightroom, After Effects); Prototyping tools (Figma, Invision, Adobe XD).
- Understanding of design principles, typography, layout, and composition to create compelling visual narratives.
- Experience in designing print materials (brochures, posters, and promotional materials).
- Knowledge of branding principles and the ability to develop and maintain consistent visual identities across different projects and platforms.
- Working on designing for digital platforms: websites, social media, email campaigns, digital ads, understanding of user experience (UX) and user interface (UI) design principles.
- Experience conducting user research, usability testing, and creating user personas (working in the team).
- Knowledge of responsive design principles and mobile-first design approach.
- Experience in creating responsive and well-structured web pages using HTML and CSS, showcased through a successfully completed personal project as part of a dedicated course [https://womanwithapple.github.io/Svitlana\\_Velychko/](https://womanwithapple.github.io/Svitlana_Velychko/)

## Work experience

### Junior Art Director

Saint Elmo's Hamburg GmbH & Co KG,

June 2022 - April 2024, Hamburg, Germany

- Developing a website for a volunteer organization, using skills in user interface design to create an intuitive and visually appealing interface. In addition, using knowledge of UX principles to tailor website features and layout to the needs and preferences of the target user, ensuring a smooth and engaging experience.
- Collaboration with the creative team to conceptualize and execute visual concepts for various projects.
- Design and producing online and print advertising materials, and storyboards for animation, ensuring brand consistency and meeting client deadlines.
- Contributing creative input to campaigns and projects, supporting the team in achieving client objectives.



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[womanwithapple.github.io/Svitlana\\_Velychko](https://womanwithapple.github.io/Svitlana_Velychko/)



Hamburg, Germany

## Languages

- Ukrainian (Native, Proficient)
- English (Upper-Intermediate)
- German (Pre-Intermediate)
- Russian (Advanced)

## Tools

Figma

Adobe XD

Adobe Illustrator

Adobe Lightroom

Adobe Photoshop

Adobe After Effects

Adobe InDesign

Invision

Visual Studio Code

Miro

Notion

# Education

## HTML and CSS Web Development courses

ReDi School od Digital Integration  
September 2024 - December 2024

## Web Development Fundamentals

IBM SkillsBuild  
September-October 2024

## Start the UX Design Process: Empathize, Define, and Ideate

Google  
July 2024

## Foundations of User Experience (UX) Design

Google  
June - July 2024

## Assessment Center Skills Training and Supervision Practice (Assessment Center) by Natalia Sushko

Department of Administrative  
Services Mariupol City Council, Mariupol,  
Ukraine  
January 27-31, 2020, February 26-28, 2020

## Junior UI/UX Designer

Course UI/UX Design from scratch,  
Beetroot Academy, Swedish-Ukrainian IT  
school, Mariupol, Ukraine  
March 2019 - June 2019

## Master's Degree in Applied Materials Science

Pryazovskyi State Technical University,  
Speciality Applied Materials Science,  
Mariupol, Ukraine  
September 2007 - June 2008

## Bachelor's Degree in Engineering Materials Science

Pryazovskyi State Technical University,  
Speciality Engineering Materials Science,  
Mariupol, Ukraine  
September 2003 - June 2007

# Work experience

## Graphic Content Designer Millennial Marketing Agency

February 2021 - February 2022, remote work, Canada

- Designed and curated engaging visual content for social media platforms, including graphics, illustrations and videos.
- Optimization of various social networks, and alignment with brand guidelines and messages.
- Collaborated with the marketing team to develop and execute social media campaigns.
- Monitoring and analyzing social media metrics to assess content effectiveness and identify opportunities for improvement.
- Follow industry trends and new platforms.

## Administrator of the Center for Administrative Services

### Department of Administrative Services Mariupol City Council

August 2016 - April 2021, Mariupol, Ukraine

- Provided information and consultations on administrative and municipal services
- by the Mariupol City Council.
- Managed document acceptance and citizen appeals.
- Utilized state registers and electronic document systems.
- Collaborated for efficient service delivery and process improvement.
- Participation in the evaluation of the effectiveness of the personnel of public utility enterprises of the Mariupol City Council, providing feedback and recommendations for improving productivity.

## Content Manager Information Portal AliExpress.ua

January 2013 - June 2016, remote work, Ukraine

- Wrote, edited, and adapted texts for articles, reviews, and user guides.
- Designed and arranged visual layouts for articles and instructional materials.
- Processed and edited photos and videos for informational content.
- Created custom graphics and visuals to complement written content.
- Ensured consistent branding and aesthetic alignment across all materials.



# Additional education

## Integration course with German language lessons

Berlitz, Hamburg

September 2024 - January 2025

## Usability Testing with Hotjar

Coursera

June 2024

## Web designer junior course (lectures and supervisions)

Projector – Creative & Tech Online Institute

June - September 2022, online, Ukraine

## 7-day HTML/CSS marathon (beginning, familiarization)

GO IT

February 2020, online, Ukraine

## Coreviper Personal Function Trainer, TRX course

Fitness Academy

February 2020, Kyiv, Ukraine

## Practical Photography (studio lighting and commercial photography)

Mariupol School of Photography by Dmytro Chichera

October - December 2015, Mariupol, Ukraine

## Driver's license category B

2012, Mariupol, Ukraine

## Customer Service Manager (Internet provider)

### TRINITY, Azovstroykomplekt LLC

July 2009 - April 2011, Mariupol, Ukraine

- Was part of the customer service team to ensure timely and effective issue resolution.
- Handled customer complaints and implemented solutions to maintain client satisfaction.
- Coordinated with technical support departments to optimize service delivery.
- Monitored customer feedback and prepared reports to improve service quality.
- Trained new team members to ensure consistent performance standards.
- Implemented customer retention strategies to enhance loyalty and reduce churn.
- Maintained accurate records of customer interactions, prepared contracts, monitored customer billing and account cards, and resolved issues in compliance with company policies.

# Hobbies

- Active recreation and tourism (hiking, camping, exploring nature and new destinations, experiencing different cultures, and learning about local history)
- Gravel cycling (cycling adventures, exploration of scenic routes and difficult terrain on gravel roads, group trips)
- Functional training TRX (for strength, stability, and flexibility)
- Running (events, races, and half-marathons for personal fitness and enjoyment)
- Photography (focus on landscapes, nature, and travel, reportage shooting)
- Painting with Oil and Acrylic