

ABOUT ME

I am an experienced designer with 2 years of experience specializing in creating visually appealing and user-friendly websites and interfaces. My design philosophy is based on user-centered solutions that meet both business goals and user needs.

I am proficient in Figma, Adobe Photoshop and Webflow, with an excellent understanding of typography, color theory and layout. I am equally comfortable working both in a team on large projects and as a freelancer on smaller ones, invariably creating a design that combines aesthetics and functionality. With a diverse background in both independent and teamwork, I have successfully managed projects from initial planning to final execution, making me adaptable to various project dynamics.

WORK EXPERIENCE

UX/UI Designer / HP-appen

November 2023 - till now

- Redesign and developed a website on Webflow
- Redesign systems and UI kits, ensuring brand consistency and accelerating design processes.
- Collaborated effectively with a diverse team of developers and designers throughout the entire project lifecycle

UX/UI Designer / Sellametrics

October 2022 - November 2023

- As a solo designer, I developed the core vision for the website and platform, crafting an information architecture that laid the foundation for our development processes.
- Identified a key area of focus, developed user flows, designed high-fidelity mockups and prototypes, conducted concept testing
- Tested over 250 prototypes to validate various hypotheses.
- Collaborated effectively with a diverse team of developers throughout the entire project lifecycle.
- Created unique data visualizations that highlighted our brand and increased user engagement by 15%.
- Developed design systems and UI kits, ensuring brand consistency and accelerating design processes.
- Conducted user testing, gathering feedback, and implementing iterative improvements based on user preferences, leading to a 25% increase in user satisfaction and engagement
- Facilitated teamwork, increasing project speed by 20% and increasing team synergy.

Web designer / Freelance

January 2022 - October 2022

- Collaborated with clients to understand project requirements and goals
- Independently designed and developed websites, handling all aspects from initial planning to final execution, resulting in successful website launches
- Conducted research to gather references and analyzed competitors
- Created low-detail layouts (wireframes) and prototypes with transitions and smart animate elements
- Developed adaptive tablet and mobile versions, improving website accessibility and user experience by 35%

Social Media Manager / Freelance

January 2017 - June 2019

- Boosted Instagram engagement by 20%, translating to an additional 10,000 monthly likes and comments
- Elevated click-through rates (CTR) by 5% through compelling banner ads
- Collaborated effectively with cross-functional content and design teams
- Increased online engagement by 25%, gaining about 3,000 new followers every month
- Analyzed social media metrics, enabling data-driven decisions for future content strategies and campaigns

Training Instructor / McDonalds Ukraine Ltd.

January 2014 - June 2016

- Trained new staff, boosting productivity by 20% through targeted programs
- Maintained product quality at 98% by implementing quality control processes
- Conducted weekly performance evaluations for employees, providing constructive feedback and setting clear improvement goals
- Implemented a monthly quality control audit, reducing defects by 15%
- Developed onboarding program, reducing training time by 30%

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UX/UI DESIGNER/ WEBFLOW DEVELOPMENT

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Education / Bachelor

Interregional Academy of Personnel Management

Management, Economics and Personnel Management

Skills

UI/UX Design

Webflow Development

Wireframing

User Experience

User Flows

Competitive analysis

Animation

Color Theory

Typography

HTML

CSS

Tools

[Figma](#)

[Adobe Photoshop](#)

[Adobe Illustrator](#)

[After Effects](#)

[Webflow](#)

Languages

English (B1)

Ukrainian (Native)

Spanish (A1)