

Work Experience

EGYM

UX/UI Designer
HealthTech

September 2021 - now

White-label solution Mobile App
Web-based CRM system, CMS

General Responsibilities

- designed for **various personas**, including mobile app users (gym members), web systems users (e.g. gym operators) and internal users (stakeholders, e.g. implementation team)
- defined **solution requirements** along with **Stakeholder Stories** in PRD
- worked on features for the **Branded Member App**, including the **complete re-design of BioAge**, that contains interactive charts with trend lines
- worked closely with developers & engineers to create **feasible solutions**
- used HMW and Hypothesis Frameworks in workflow
- designed systems used by clients to manage the app, which are part of **customisation processes automation**
- designed UI animations (e.g. Lottie), built flows, made wireframes and prototypes. For example, prototypes were displayed on IHRSA Conference & Trade Show, resulting in successful contracts negotiations
- ensured the designs were scalable and **aligned with OKRs**, meet users' and business' needs

UX Research

- planned and executed **Qualitative Research**, conducted **Stakeholder Interviews**, facilitated Service Blueprint & Status Quo **workshops**
- analysed secondary data, took part in **User Interviews** as a note taker, outlined research questions and prepared interview guide
- performed **Quantitative Analysis** using tools like Google Sheets, e.g. evaluated features' **adoption** and built a dashboard in Looker Studio

Accessibility Implementation

- aligned UX/UI with **WCAG 2.2 / ATAG 2.0**
- conducted cross-team **Accessibility Awareness Workshop**
- **outlined strategy** that ensures color contrast accessibility, by automation of its ratio validation in the CMS and the text color adaptability in the app

Design System

- designed components in Figma, e.g. Input Fields, with states and use cases covered
- shaped the **Guideline for the components creation** and made a Learning Playground for team to practice **Auto Layout & Components Properties** usage
- prepared the cross-platform generalization guide
- participated in decision-making, supported and improved design system continuously

Education

Igor Sikorsky Kyiv Polytechnic Institute

National Technical University of Ukraine

Bachelor's degree • Computer Science

2019 - 2023 • Field of Study — Information Technologies

The practical part of bachelor qualification involved **Product Design of video processing platform**, using **Computer Vision** technology to create a safe and enjoyable experience for people with photosensitivity.

The theme of my thesis was “The system of detection and minimization of stroboscopic effects in videos for people with light sensitivity”, for the purpose of **accessibility** implementation.

As a result, the **Minimum Valuable Product** was defended with grade 99 (A+).

Among classic disciplines, related to Software Engineering, Artificial Intelligence, IoT, and Data Analysis, I've also completed courses that directly suit my profession, e.g. Web Design & Technologies.

Bachelor Practice & Thesis Defence

Grade 99 • A+

Scenario Analysis & Business Processes

Grade 94 • A

System Modeling

Grade 100 • A+

UX/UI Design

Grade 95 • A

UX Tornado

Workshop • Figma Variables

2023

Projector Institute

Workshop • Figma Components

2023

University System of Maryland

Course • Product Design, Prototyping, and Testing

2023

HEC Montréal

Course • UX Research

2023

W3C

Course • Introduction to Web Accessibility

2022

Projector Institute

Workshop • Figma Auto Layout

2022

Google

Course • Foundations of User Experience Design

2022

California Institute of the Arts

Course • Web Design: Strategy and Information Architecture

2021

Institute of Law (ILTI)

Program • IT Law & Business studios

2020

Creative Practice

Course • Design Basics

2020

Professional Background

UI/UX Design Generalist Consultant

Since 2021

Mobile Apps

Web Portal

Sales/Landing Pages

Designed user onboarding UI Design and UX Writing for the laboratories' analytical testing **HealthTech web portal**

Product Design of the website for the fitness trainer service subscriptions, including Information Architecture, UI Components Kit and UX Writing

Adapted existing desktop designs for the mobile version **handoff**

Designed thumbnails' empty states for the **startup in the social bookmarking space**

Worked on the finalisation of the **mobile app UI** under the supervision of a senior designer for the **social network platform** for parents

Coordinator of the Design Department

TEDxKyiv • Non-Profit
Organization

December 2021 - 2022

Designer

November 2020 - December 2021

Led design team and developed design strategy

Worked on guidelines to organize design process

Collaboratively worked on event identity design

Designed branded T-shirts for the event

Created visual materials for communications in the social media

Made animated banner that was shown on the media facades of big shopping malls to promote the event

Designer

IQOSA • Design Studio

April 2021 - August 2021

Brand Growth of the luxury interior
design studio

Created animated visuals of varying complexity

Provided designs for brand promotion in wide range of social media channels (~139k audience)

Designed project's presentation catalog (digital & print) composed of 60+ pages

Made visual materials for client's proposals and corporate internal channels

Designed series of posters for creative campaign

Accomplishment: resolved presentation of new posts on Instagram which increased organic reach

Graphic Designer

SvitSoft • Digital Agency

July 2020 - April 2021

Real Estate • E-Commerce

Responsible for the full support of the entire visual part of the brand promotion

Participated in the development of strategy for the promotion of the client's brand

Designed advertising materials for Google Ads and social media, worked closely with contextual advertising specialists

Developed designs accordingly to specific media & content plan

Accomplishment: designed a flexible template for the business-class real estate client that is used as the main visual style of social media communications