

# BEFORE YULIANA'S WORK



## PROFILE

Hi! I'm a middle UI/UX Designer from Ivano-Frankivsk with 5+ years experience. Currently I'm seeking new growth opportunities.

In the past, I was a graphic designer with 3 years experience in gambling field (gambling games interface). After that I worked as freelancer for peoples and agencies from Ukraine and Europe. I was creating a web site, mobile apps with prototype and also polygraphy/social media design.

## SKILLS

### Software

- Figma
- Adobe Photoshop
- Adobe Illustrator
- Whimsical

### Key abilities

- Stress resistant
- Result orientation
- Focused on tasks
- Creative vision
- Able to work with many tasks in same time

### Research

- User interviewing
- Usability testing
- Journey mapping
- Personas

## LANGUAGES

### English

- B1

### Ukrainian

- Native

## EXPERIENCE

### Popovdesign Web Studio as UI/UX Designer

May 2022 - Present (Remote, Ukraine)

- Landing pages
- Providing brand identity and logo services
- Presentations for companies
- Mobile/Web apps, CRM systems, Emails
- Gambling web services, Responsive design
- Icons

### Don't Panic Recruiting Agency as polygraph/social media designer

Aug 2021 - 2024 (Part time, Ukraine)

- Created web design on Tilda, presentations, Instagram, Facebook, LinkedIn ADs, polygraphy

### Freelance as UI/UX Designer

Aug 2017 - May 2022

- Business cards, flyers, certificates, banners, photo album layout, etc.
- Worked with Apps Design: Material (android) and Human Interface (iOS); CRM systems.

## EDUCATION

### GENIUS професія ui/ux web designer

2024, 13 Modules/25 lessons

### Course AIC + SkillBox (online)

2020, Designer in period of digital changes

### Course "UI/UX web design" IT Cluster Academy

2019, 2 month (offline)

E-commerce project "Tea market"

### Intensive course by WayUp (online)

2019, 1 month

Responsive landing page in photoshop

### Intensive course by Skillbox (online)

2019, Design of landing page in Figma and work with Readymag.

### Bachelor of Software Engineering in IFNTUNG

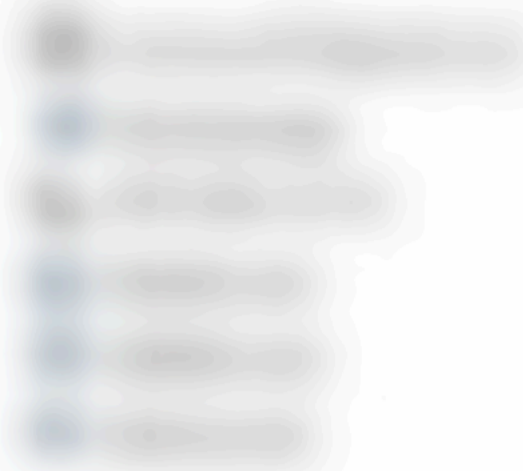
2014 - 2017

- Assembler, Pascal, C#, HTML

# AFTER YULIANA'S WORK



## CONTACT



## EDUCATION

### UI/UX WEB DESIGNER, 2024

- GENIUS

### PERIOD OF DIGITAL CHANGES, 2020

- AIC + SkillBox

### UI/UX WEB DESIGN 2019, 2 MONTH (OFFLINE)

- IT Cluster Academy

### READYMAG LANDINGPAGE, 2019

- Skillbox

### BACHELOR DEGREE, 2017

- IFNTUNG, Software Engineering [Assembler, Pascal, C#, HTML]

## LANGUAGES

- English - B1
- Ukrainian - Native

## SKILLS

### UI/UX Design

- Wireframing & Prototyping
- User-Centered Design
- Responsive Web Design
- Mobile-first Design
- Landing Page Design
- E-commerce Design
- User Interface Design (UI)
- User Experience Design (UX)
- Information Architecture & User Flows
- A/B Testing & Usability Testing

### Tools

Figma, Readymag, Adobe Photoshop, Adobe Illustrator, Whimsical, Jira, MidJourney, ChatGPT,

### Branding & Identity

- Corporate Identity Development
- Logo Creation
- Brand Guidelines Creation
- Print Materials Design (Business Cards, Flyers, etc.)
- Social Media Graphics (Instagram, Facebook, LinkedIn Ads, etc.)

### Web Development & Integration

- Basic SEO Optimization
- Payment Gateway Integration
- Website Redesign & Maintenance
- Custom Icon & UI Components Creation

### App Design

- Mobile App Design (Material Design Principles, Human Interface)

### Collaboration & Project Management

- Jira for Task & Project Tracking
- Cross-functional Team Collaboration

## SUMMARY

A creative and results-driven UI/UX Designer with over 5 years of experience in designing intuitive, user-focused digital solutions for web and mobile. Skilled in creating responsive websites, landing pages, e-commerce platforms, and mobile apps. Strong background in user research, branding, and collaboration with cross-functional teams. Proficient in Figma, Adobe Photoshop, Readymag, and more, with a focus on delivering impactful designs that align with business objectives.

## WORK EXPERIENCE

### Dats Design • UI/UX Designer MAY 2022 - PRESENT

Designed and developed user-centric digital experiences, primarily in the gambling and slots industry, while also working on projects across various other domains, creating intuitive and visually appealing interfaces for web and mobile platforms. Collaborated with cross-functional teams to deliver high-quality products that align with business goals and enhance user engagement.

#### Key Responsibilities:

- Designed and prototyped web and mobile interfaces using Figma and Adobe Photoshop, ensuring seamless user flows and engaging visuals.
- Developed high-converting landing pages, multi-page websites, and CRM systems with complex architectures.
- Created comprehensive brand identities, including logos and visual assets, to establish strong visual consistency.
- Designed responsive gambling web services, optimizing layouts for various devices to enhance user experience.
- Utilized ChatGPT and MidJourney to generate ideas, improve design concepts, and streamline content creation.
- Built and maintained design systems to ensure consistency across digital products.
- Developed wireframes, user flows, and information architecture using Whimsical to improve usability.
- Managed design tasks, collaborated with developers, and tracked project progress using Jira.
- Created custom icon sets and UI components to enhance visual appeal and usability.
- Conducted UX research, competitor analysis, and usability testing to refine user experiences and improve engagement.
- Conducted A/B testing to optimize designs and improve user engagement.
- Worked closely with stakeholders to gather requirements, present designs, and iterate based on feedback.

### Don't Panic Recruiting Agency • UI/UX Designer OCT 2021 - FEB 2024 (PART-TIME)

Worked with Don't Panic Recruiting Agency, designing web experiences and marketing materials to support brand growth and recruitment efforts. Collaborated closely with recruitment team to deliver visually engaging and user-centric solutions across various platforms.

#### Key Responsibilities:

- Designed websites and landing pages using Tilda, ensuring a smooth user experience and responsive layouts.
- Created and designed social media posts for Instagram, Facebook, and LinkedIn Ads, enhancing brand visibility and engagement.
- Produced graphic design materials for various marketing initiatives, including polygraphy and promotional assets.
- Redesigned and optimized the company website using Figma.
- Led the redesign of an app for clients, applying Google Material Design principles for improved usability and interface design.
- Collaborated with recruitment team to ensure design solutions aligned with business objectives and branding guidelines.

### VortexVR • Graphic Web Designer (Tilda) MAY 2020 - NOV 2020 (CONTRACT)

Designing web experiences and marketing materials to support brand growth and recruitment efforts. Collaborated closely with marketing and recruitment teams to deliver visually engaging and user-centric solutions across various platforms.

#### Key Responsibilities:

- Conducted comprehensive target audience research and competitive analysis to inform design strategy.
- Developed high-fidelity website prototypes using Figma, ensuring a seamless user experience.
- Transferred and implemented Figma designs into Tilda, maintaining design integrity and functionality.
- Managed basic SEO optimization and integrated payment solutions for smooth user transactions.
- Created visually appealing and on-brand business cards, flyers, A4 menus, and badges for effective brand communication.

### Freelance Designer 2017-2021

- Developed innovative concepts and artwork, delivering end-to-end graphic design solutions for both digital and print.
- Collaborated with marketing teams to ensure design aligns with strategic objectives and brand guidelines.
- Designed and refined brand identities, including corporate logos, landing pages, and e-commerce websites.
- Led the redesign of websites, focusing on creating adaptive, mobile-responsive designs.
- Created intuitive UI elements, icons, and graphics for web and mobile applications.
- Designed promotional materials, including flyers, banners, T-shirt prints, and social media assets.
- Delivered visually appealing app design with a focus on material design principles.