



UI/UX Designer with a background in computer science and 7+ years of cross-functional experience delivering human-centered solutions in agile, fast-paced environments. Skilled in user research, design thinking, and translating complex ideas into intuitive, cross-platform media. Adept at balancing business goals with user needs, ensuring impactful user experiences across diverse digital channels.

Core competencies

UI/UX Design

journey mapping
wireframing
prototyping
usability testing
IA

Visual & Multimedia

branding
marketing
photo/video direction
and editing
print design

Tools

Figma
Adobe Creative Suite
Framer
Webflow
AI Tools

Collaboration

stakeholder
presentations
Agile/Scrum
cross-functional
teamwork

Work experience

United Tires

Aug 2017 – Present

UX/UI Designer

- Conduct user-centric research (interviews, surveys, usability tests) to inform data-driven design decisions, striking the right balance between user needs and business goals.
- Develop and maintain a cohesive design system, ensuring consistency and faster cross-functional collaboration.
- Collaborate in an agile environment with developers and product owners, using iterative prototyping to optimize user experiences.
- Advocate for design thinking across teams, driving measurable improvements in key metrics like engagement and conversion.

Freelance

Oct 2016 – Present

Multimedia Designer

- Conceptualize and produce ads, explainer videos, and pitch deck presentations, ensuring consistent brand messaging and high-quality visuals.
- Direct and edit photo and video projects, boosting client engagement through impactful storytelling.
- Design and adapt assets for social media, websites, and print, supporting cohesive multi-channel campaigns.

United Tires / Tinting Chicago

Oct 2016 –
Aug 2017

Network & Systems Administrator

- Maintain and optimize IT infrastructure (network equipment, security systems, alarm, cameras), achieving 99%+ uptime.
- Oversee hardware/software upgrades and implement automation for inventory management, reducing manual processes.
- Troubleshoot and resolve technical issues, improving team productivity with efficient problem-solving protocols.

Volunteer experience

Help Razom

Feb 2022 –
Present

UX/UI Designer

- Design fundraising and awareness materials for humanitarian aid efforts.
- Built, maintain, and optimize the organization's non-profit website and events calendar using Framer and Webflow, increasing online engagement and awareness.
- Support logistics and assembly of Individual First Aid Kits (IFAKs), aiding effective resource distribution.

Education

Lviv Polytechnic University, Ukraine – Computer Science Degree (3 years completed)
UX/UI Courses – Ongoing professional development

Additional interests

Producing video and photo content, making music, traveling, tackling DIY projects, snowboarding, playing sports, and caring for plants — pursuits that keep me balanced, curious, and engaged.