

Mariana Melnyk

Product / UX/UI Designer

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SUMMARY

Product/UX/UI Designer with 2 years of experience across EdTech and SaaS, having delivered three end-to-end case studies: Lumus (gamified tutor-matching app), Kacperkowo (nursery/kindergarten website redesign), and GreenThumbHub (gardening SaaS platform). Owns the full design process from user research to developer handoff. Brings 8 years of prior experience in early childhood education, giving a strong, empathy-driven understanding of how children and families think and what they need. Seeking Product/UX/UI Designer roles across Europe, with a focus on EdTech, SaaS, and design-agency teams.

SKILLS

- Design Process: User Research, Wireframing, Prototyping, UI Design, Usability Testing, Developer Handoff
- Methods & Frameworks: Jobs to Be Done (JTBD), User Personas, Customer Journey Mapping, Competitive Analysis
- Tools: Figma, Framer, FigJam, Notion, VS Code
- Other: Basic HTML/CSS Implementation, AI-Assisted Design Workflows
- Soft Skills: Communication, Empathy, Storytelling, Stakeholder Collaboration, Easygoing & Non-Conflictual Team Player
- Languages: Ukrainian (Native), English (Fluent), Polish (Fluent)

EXPERIENCE

Product / UX/UI Designer — Freelance / Independent Projects | Krakow, Poland (Remote) | 2024 – Present

Lumus — Gamified Tutor-Matching App, Self-Initiated (2.5 months)

- Led end-to-end UX process for a gamified EdTech app matching tutors with children aged 6–17
- Conducted 3–5 user interviews/surveys and competitive analysis to define core user needs
- Designed several key user flows (onboarding, tutor search, booking) and the full UI, including a custom illustrated character system
- Ran usability testing with 5+ participants and iterated the design based on findings

Kacperkowo — Website Redesign, Kindergarten Client (Under 1 month)

- Redesigned a 6–10 page website end-to-end for a real kindergarten client within a sub-1-month timeline
- Conducted competitive analysis and a site audit to inform structure and content strategy
- Designed the sitemap and full UI, and wrote all on-site copy
- Implemented the redesign in basic HTML/CSS, delivering a shippable build

GreenThumbHub — Gardening SaaS Platform, Self-Initiated (3+ months)

- Led end-to-end UX design for a SaaS platform for amateur gardening enthusiasts
- Conducted user interviews and competitive analysis of 7 comparable apps to shape product direction
- Developed a user persona, Jobs to Be Done analysis, and customer journey map
- Designed several key user flows and the full UI; validated through usability testing and iterated on findings

Early Childhood Educator

Kindergarten | 2018 – Present

- Worked directly with children and families since 2018, developing deep observational and communication skills
- Built the empathy-first, user-centered foundation now applied to product and UX design, particularly in EdTech

EDUCATION & TRAINING

- UX/UI Mentorship Program — completed under mentor Yulia; covered portfolio development, career positioning, and job search strategy
- Edukaction — UX/UI Design Course
- Go IT — UX/UI Design Course