

Hanna Bretosh

Product & UX/UI Designer

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About

Designer with 3+ years of experience creating intuitive and scalable design solutions. Passionate about aligning business objectives with user needs through research-driven design. Currently focused on product design and users behavior.

Experience

UX/UI Designer · Self-employed

Jul. 2022 – Present

Worked on diverse client projects across all stages of the Design process. Delivered user-centered solutions through in-depth research, wireframing, and prototyping.

- Designed onboarding flows with tooltips to increase user engagement and retention.
- Conducted user interviews, surveys, and competitor analysis to inform product decisions.
- Created personas, CJMs, and JTBD mappings to align user needs with business goals.
- Led usability testing sessions and applied insights to improve user flows and UI clarity.
- Developed interactive prototypes and feedback forms to support design iteration cycles.

Product Designer · The Greatest Fact mobile app

Aug. 2024 – Sep. 2024

Designed a mobile app for exploring facts across various topics, combining a playful visual style with thoughtful UX. Led the entire design process from initial concept to a polished MVP, including user flows, UI, and scalable design assets.

- Developed brand-aligned UI, engaging illustrations and intuitive UX.
- Built wireframes, high-fidelity mockups, and interactive prototypes for MVP launch.
- Created a scalable design system and reusable UI Kit to support future iterations.
- Collaborated with product team to match user preferences with business goals.
- Designed features like fact swiping, favoriting, and trivia quizzes, Customize themes and icons to boost engagement.

Skills

Design process Heuristics analysis
Competitive analysis Survey
User interviews User personas
CJM JTBD Service blueprint
Lean canvas VPC Ideation
Prioritization User flows
Wireframing Prototyping
Usability testing Accessibility
UI kit Design system HIG MD3

Tools

Figma Rive Midjourney
ChatGPT Mobbin Framer Miro
tldv.io Photoshop Illustrator

Courses

UX design medium

2024 · Projector Institute

Inclusive web design

2023 · Projector Institute

Create a Design System from scratch in Figma

2023 · Awwards

Smart Interface Design Patterns

2022 · Vitaly Friedman

Education

Master's Degree in Mathematics

T.H. Shevchenko National University «Chernihiv Colehium»
2020-2022

UX/UI Designer · AimLog IOS app

Feb. 2023 - Jul. 2023

Designed a native iOS app for tracking shooting practice, following Apple's Human Interface Guidelines to ensure platform consistency and a seamless user experience.

- Developed wireframes and a user flow to visualize core use cases tailored to shooting enthusiasts.
- Built a clean, consistent UI with support for both dark and light modes, enhancing usability in varied environments.
- Delivered a minimalist interface optimized for quick data entry and real-time progress analysis.
- Implemented features like session saving, performance tracking, and personalized tips to support user retention and long-term engagement.

Web designer · Green Moby

Jan. 2022 - Feb. 2023

Delivered various marketing visuals including banners, illustrations, presentations, and branded templates for small businesses (sushi delivery, coffeeshops, etc). Designing landing pages, email templates. Focused on quick turnarounds and maintaining consistent visual identity across assets.