

VIKTORIA POLISHCHUK

UX/UI Designer

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SUMMARY

UX/UI Designer with 4+ years designing consumer and B2B products end-to-end — connecting marketing funnels and the product into one experience. I base design decisions on research and A/B testing, and measure them against conversion, engagement, and CSAT. Comfortable owning and scaling design systems in Figma, with AI tools built into my workflow.

EXPERIENCE

Product & UX/UI Designer — Contract Roles

Jul 2023 – Present

Delivering end-to-end UX/UI design across SaaS, PropTech, and Security for B2B and B2B2C clients.

Uptown Oct 2025 – Present

- Leading UX/UI design of a large-scale website for a US security company — defining visual direction, user flows, and overall experience.
- Applying design-system principles to keep the site visually and functionally consistent as it scales.

NDA PropTech Company Feb 2025 – Mar 2026

- Designed the end-to-end MVP for a distressed real-estate investment platform (US market) serving two audiences — investors and individual buyers — owning flows from the marketing entry point through the core product.
- Redesigned the pricing page through A/B testing, increasing conversion by 8% over the original version.
- Built an in-page Map & Street View experience that kept users on the platform instead of leaving to search elsewhere, increasing session duration by 12% and engagement by 10%.

Altra May 2025 – Aug 2025

- Redesigned a SaaS CRM integration platform for care-home providers across Europe; research-driven changes lifted in-app CSAT by 12% (user surveys).
- Redesigned the marketing website and Book Demo funnel, improving demo conversion by 6.5%.

KitApp Jul 2023 – Apr 2025

- Redesigned the in-browser player, increasing listening engagement by ~7% through longer sessions and more exploration of other stations.
- Optimized the app-download CTA in the site header, increasing download conversion by ~4% — connecting the marketing site to the product.
- Restructured the information architecture and navigation for a leading Israeli radio streaming platform.

UX/UI Designer — Maximus Studio

Oct 2022 – Jul 2023

- Redesigned the Goodfood at Home website, reworking usability and the checkout flow.
- Contributed to the UX/UI design of Foundation Coffee Roasters' e-commerce website and mobile app.

Junior Strong UX/UI Designer — Crayfish

Lviv, Ukraine · May 2021 – Feb 2022

- Built a design system from the ground up, establishing a reusable component library that kept the UI consistent across the product.
- Designed the key user flows for a food-delivery platform, from early structure to final screens.

ADDITIONAL EXPERIENCE

UX/UI Design Intern — Edvantis

Lviv

- Led a small design team and delivered a ticketing POS app from concept to prototype.

SKILLS

UX Research & Validation: stakeholder and user interviews, usability testing, competitor analysis, UX audits, and A/B testing to validate design decisions with data.

Product & Funnel Design: designing flows and screens across marketing funnels and product as one experience; forming and validating product hypotheses through design and A/B tests — designing for conversion and metrics, not visuals alone.

Design Systems & Prototyping: building and scaling component libraries, style guides, and design systems in Figma (components, auto-layout, variants); wireframes from low- to high-fidelity.

Foundations: composition, typography, and color.

AI-assisted design: using AI tools to speed up wireframing, generate flow variations, and support design quality.

Collaboration & communication: partnering with stakeholders, developers, and Agile teams; presenting research and concepts clearly and defending decisions through constructive feedback.

TOOLS & TECHNOLOGIES

Figma · Jira · Google Analytics · Notion · Hotjar · Adobe Photoshop · Adobe Illustrator · ProtoPie · Claude

COURSES

Mobile App Design — Projector · Oct–Dec 2021

UX Design. Basics — Projector · Feb–Apr 2020

LANGUAGES

Ukrainian — Native · **English** — Upper-Intermediate (B2) · **Polish** — Intermediate (B1)