

Yuliia Vashchenko

Senior UX/UI & Product Designer (SaaS, CRM, Web Platform in B2B/B2C markets)

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Portfolio: yvashchenko.framer.website • [Behance](#)

SUMMARY

Senior UX/UI Designer with 7+ years delivering user-centered solutions for SaaS, CRM and web products. Proven ability to build scalable design systems from scratch, conduct UX research, and run A/B testing and usability testing to drive measurable outcomes. Skilled in Figma, Framer, wireframing, prototyping, responsive design, and heuristic evaluation. Actively leverages AI tools to accelerate design workflows and increase delivery speed. Experienced collaborating cross-functionally with product and engineering teams in Agile environments.

PROFESSIONAL EXPERIENCE

Senior UX/UI Designer | **Ticombo** | Germany (Remote) Feb 2024 – Jan 2026

- Built scalable Design Systems from scratch for CRM and B2C/C2C web platform, reducing inconsistencies and accelerating team delivery.
- Conducted UX research (surveys, usability testing); findings reduced CRM task errors and improved team efficiency by 36%.
- Redesigned platform interface elements and delivered new feature designs, improving usability and achieved a 25% increase in the conversion rate during the ticket selection and purchase process.

UX/UI & Web Designer | **Freelance** | Various Clients (Remote) Sep 2017 – Feb 2024

CRM Redesign, Promo Landing & Website • Animation Studio • Canada

- Conducted stakeholder interviews and competitive analysis, heuristic evaluation. Redesigned CRM, designed a promo landing for the CRM, and delivered a full website for the animation studio.
- Delivered hi-fi prototypes and heat map analysis, improved navigation and collaboration tools — user engagement with key features grew by 30%, task completion speed by 23%.
- Created character design using AI tools, complete UI kit and documentation.

SaaS Redesign, Logo & Website • Spridakunskap • Sweden

- Stakeholder interviews, competitive analysis, heuristic evaluation, wireframing and prototyping. Led full SaaS redesign across desktop, tablet and mobile.
- Ran A/B testing post-launch, achieving a 20% increase in user engagement. Delivered UI kit and promotional website across 6 breakpoints.

Web Design • Online Store & Marketing studio • Canada (GTA) & Ukraine

- Stakeholder interviews and competitive analysis. Interactive prototyping and responsive design for an emotional gifts e-commerce store.
- Delivered website, promotional materials and logo design for multiple marketing clients.

Sales Manager | RIT, LLC | Ukraine (On side)

2006 – 2017

Created promotional materials, product catalogs, and website content. Participated in technical exhibitions and authored industry publications.

SKILLS & TOOLS

Design Tools: Figma, Framer, AI tools, Adobe Illustrator, Adobe Photoshop

UX Methods: UX Research, Usability Testing, Heuristic Evaluation (Nielsen), A/B Testing, User Interviews, Surveys, Heat map analysis

Design Skills: Design Systems, Wireframing, Prototyping, Responsive Design (mobile/tablet/desktop), UI Kits, User Flows, CJM.

Collaboration: Jira, Notion, Slack — Agile cross-functional teams (stakeholders, BA, PM, engineers)

Soft Skills: Empathetic & user-focused, structured design thinking, team collaboration, stakeholder communication.

Languages: English — Working proficiency (B2+) • Ukrainian — Native

EDUCATION & TRAINING

UX Design	• Projector Institute	May–Aug 2021
UX/UI Design	• Kris Anfalova Course	Jan–Jul 2020
Web Design	• Hover Design School	May–Aug 2017
Master's Degree	• Kharkiv National University of Radio Electronics	2001–2006