

Nataliia Yarko

Senior Product Designer

Worcester. UK (*Work Permit in the UK*)

+447867241715

nataliayarko.pd@gmail.com

[Linkedin](#) • [Portfolio](#)

SUMMARY

Senior Product Designer with 8+ years creating user-centered B2B SaaS platforms across PropTech, EdTech, Healthcare, and internal tools. Combines deep UX research, lean product thinking, and scalable system design to deliver measurable outcomes: 30% friction reduction, 60 to 85% task success improvement, and 25% satisfaction increase through data-driven decisions. Specialise in rapid prototyping, accessibility integration (WCAG 2.1 AA), and translating complex requirements into intuitive solutions that drive business results. Proven track record of leading end-to-end product design, building design systems, and aligning remote cross-functional teams from discovery to launch.

SKILLS

Design & Research: UX/UI Design, User Research, Usability Testing, Information Architecture, Wireframing, Prototyping, User Flows, Journey Mapping, Design Systems

Product & Strategy: Product Discovery, Problem Framing, Product Thinking, MVP Definition, Feature Prioritisation, Cross-platform Collaboration, Data-Driven Design, A/B Testing, Stakeholder Management

Tools: Figma, Miro, Hotjar, Mixpanel, Microsoft Clarity, Jira, Confluence, Azure DevOps

Methodologies: Agile, Lean UX, Design Thinking, Jobs-to-be-Done, Design Sprints

Soft Skills: Ideation, Strategic, Individualisation, Arranger, Empathy (via Gallup CliftonStrengths)

PROFESSIONAL EXPERIENCE

Nimbus Maps | Sole Product Designer

July 2023 - Present | Worcester, UK

- Redesigned commercial property comparables feature by identifying alternative data sources after discovering only 25% of fields populated, increasing monthly sales 65% within first month
- Built design system foundation in 1 week, accelerating design-to-development workflow 45% through reusable components and comprehensive documentation
- Reduced support team load 30% by designing onboarding process and AI chatbot that helped users navigate legacy platform features, expanding access to customers with hearing impairments who couldn't use Zoom-only onboarding
- Decreased customer churn from 45% through user research (interviews, surveys, analytics), identifying UX pain points and implementing validated improvements

- Achieved WCAG 2.1 AA compliance across platform redesign through component audits, screen reader testing, and keyboard navigation optimisation

Requestum | Business Analyst & UX Consultant

January 2022 - July 2023 | Remote

- Delivered Ukrainian support platform under extreme time constraints and rapidly changing requirements, coordinating housing and medical aid for thousands of displaced individuals
- Led pre-sale through delivery for 2 major projects, creating feature lists, requirements documentation, user flows, and UX specifications that reduced design-development miscommunication
- Managed stakeholder expectations through structured documentation and presentation cycles, balancing business constraints with user needs

SDH Institute | UX/UI Designer to Senior Product Designer

March 2020 - January 2022 | Remote

- Leading end-to-end UX/UI design process from research to delivery
- Mentored and led 2 junior UX/UI designers while managing 9 concurrent projects across healthcare, e-learning, and e-commerce
- Delivered MedCard24 telehealth feature (video/chat consultations) in 1 month during COVID-19, reducing offline patient load 50% while GPs managed 150+ daily patients—pivoted to audio-only solution after discovering webcam availability issues
- Designed RGR e-learning platform for children with dyslexia or reading difficulties learning English as second language, conducting research with educators and students to ensure accessibility and learning effectiveness

FlexSolution | Junior UX/UI Designer to UX/UI Designer

August 2017 - March 2020 | insite

- Developed designs for 4 platforms and 3 CRM systems while progressing from Junior to UX/UI Designer
- Accelerating dev handoffs 30% through structured specs and reusable libraries
- Created 25+ commercial templates and 3 icon kits generating 100+ paid downloads monthly

EDUCATION

- Advanced UX & Product Design (IDF, UXcel, IBM, Spalah IT)
- Business Analysis (AdvanceIT)
- Master Degree in Ecology