

Inna Machekhina

Product designer

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<http://paholainen.notion.site>

EXECUTIVE SUMMARY

As a UX/UI designer with over 4 years of experience, I specialize in creating user-friendly, intuitive interfaces for web and mobile applications. My designs have led to measurable improvements, including a 15% boost in user satisfaction and a 21% increase in platform conversions. Passionate about e-commerce and content management, I bring a strong background in Agile collaboration and user-centered design to enhance usability and align with business goals.

SKILLS

- UI/UX Design: Figma · Adobe XD · Illustrator · Photoshop · InDesign · Maze · Hotjar · Google Analytics · Webflow · FigJam · Miro · Notion · Zeplin · Storybook · Jira · Confluence
- Tools: Usability Testing · User Interviews · A/B Testing · Persona Development · Journey Mapping · Card Sorting · Heuristic Evaluation · Conversion Funnel Analysis · Feedback Loops
- User research & Testings: Usability Testing · User Interviews · A/B Testing · Persona Development · Journey Mapping · Card Sorting · Heuristic Evaluation · Conversion Funnel Analysis · Feedback Loops
- Processing & Methodologies: Agile · SCRUM · Lean UX · Design Thinking · Double Diamond · Cross-functional Collaboration · Continuous Discovery · MVP Scoping · Jobs-To-Be-Done · Design Sprints

EXPERIENCE

Lead UI / UX

08/2022 - present

Hello Neighbour, United Kingdom

- Challenge: Inefficient offer creation process leading to delays and user dissatisfaction.
Action: Conducted in-depth user research and redesigned the offer flow, incorporating data-driven insights and creating high-fidelity prototypes.
Result: Improved process efficiency by 30%, resulting in a 15% boost in user satisfaction.
- Challenge: Lack of design consistency across multiple products.
Action: Developed and implemented a comprehensive design system, ensuring alignment with Material Design and HIG standards across web and mobile platforms.
Result: Increased design consistency scores by 21%, reducing engineering handoff errors by 25%.
- Challenge: Limited app functionality for managing rental agreements and posting ads.
Action: Designed and launched a SaaS-based mobile application, optimizing user flows and interaction design for accessibility.
Result: Increased app adoption by 80%, significantly boosting customer acquisition and retention.
- Challenge: Difficulty onboarding users due to fragmented workflows.
Action: Created user personas, optimized onboarding flows, and conducted usability testing.
Result: Reduced onboarding time by 40% and increased activation rates by 18%.
- Challenge: Lack of actionable insights for stakeholders.
Action: Designed a real-time analytics dashboard with interactive data visualization, integrating user behavior metrics.
Result: Improved stakeholder decision-making efficiency by 25%.
- Challenge: Limited integration of user feedback in design iterations.
Action: Established a feedback loop using surveys, interviews, and usability testing, enabling iterative improvements.
Result: Enhanced user satisfaction by 20%.

UI/UX Designer

My3D.Cloud, Latvia

01/2020 - 08/2022

- Challenge: Complex user journey impacting retention rates.
Action: Conducted user research and usability testing to deliver data-driven design improvements.
Result: Enhanced user retention by 25% and simplified the user journey.
- Challenge: Lack of a unified design system across the platform.
Action: Built a robust design system ensuring seamless integration with product updates.
Result: Reduced UI inconsistencies by 40% and improved onboarding for new team members.
- Challenge: Lack of mobile-friendly interfaces.
Action: Designed and optimized mobile-first layouts for responsiveness and accessibility.
Result: Boosted mobile engagement rates by 30%.
- Challenge: Ineffective collaboration between design and development teams.
Action: Established a design-developer workflow, including design handoff documentation and regular syncs.
Result: Reduced design implementation errors by 35%.

UI Designer

05/2014 - 06/2021

Machekhina & Khudolii Design, Ukraine

- Challenge: Ineffective branding for competitive client projects.
Action: Delivered end-to-end branding solutions and interactive prototypes.
Result: Successfully completed 10+ projects with a 90% client satisfaction rate.
- Challenge: Clients needed engaging presentation materials.
Action: Designed impactful presentations using Adobe Creative Suite and Figma, focusing on storytelling and cohesive visuals.
Result: Achieved a 20% improvement in audience engagement.

EDUCATION

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| • Projector. School of Design & Development, Kyiv – Product design | 2024-2025 |
| • Projector. School of Design & Development, Kyiv – UX DESIGN MEDIUM | 2021 |
| • Google UX Certification – UX DESIGN | 2020 |
| • Projector. School of Design & Development, Kyiv – Front-end | 2016-2017 |
| • Academy of Advocacy of Ukraine – Master of Laws (LL.M.) Civil Law | 2000-2006 |

CERTIFICATES

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| • UI Design Patterns for Successful Software – Interaction Design Foundation | 2024 |
| • Data-Driven Design: Quantitative Research for UX – Interaction Design Foundation | 2023 |
| • Mobile User Experience Design – Interaction Design Foundation | 2023 |
| • Mobile UI Design – Interaction Design Foundation | 2022 |
| • Journey Mapping – Interaction Design Foundation | 2022 |
| • User Research - Methods and Best Practices – Interaction Design Foundation | 2022 |
| • Google UX Certification – UX DESIGN | 2020 |

LANGUAGES

- English – Professional
- Ukrainian – Native
- Spanish – Conversational
- Turkish – Conversational