

Mykola Yashchuk

Product Experience Designer

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Ukrainian citizen with free access to the labor market.

Work Experience

Professional Development

August 2023 – Present

- Completed a specialized Product Design program ([Certificate](#)) at Projector Institute, focusing on modern user-centered design and UX methodologies.
- Investigating AI-assisted design workflows and "vibe coding" to bridge the gap between design and frontend implementation, building on previous development experience.
- Dedicated time to intensive language studies, achieving B2+ proficiency for professional environments in Austria.

Product Designer

February 2019 – July 2023

[Seekda](#) | Vienna, Austria

I focused on enhancing the platform's services for clients within the hotel and hospitality industry, including management of hotel chains. I was also responsible for maintaining and optimizing the hotel booking system to improve user experience and functionality.

- Redesigned the UX of the key function, optimized navigation and micro-interactions, which reduced the task completion time for users by up to 3 times and reduced cognitive load.
- Throughout the product life cycle, I provided support for the development of individual functions.
- Developed and maintained mockups to streamline the feature specification process.
- Produced detailed design specifications and documentation to guide development teams through implementation
- Created low- and high-fidelity wireframes and interactive prototypes to effectively visualize and test product functionality.
- Conducted comprehensive user research, gathered internal and external feedback, and performed qualitative testing and data analysis to validate and refine design solutions for continuous improvement.
- Collaborated closely with cross-functional teams to ensure alignment and successful project delivery.

- Maintained and updated design systems and guidelines to ensure consistency and coherence across products.

UX/UI designer

March 2017 – January 2019

[Jooble](#) | Kyiv, Ukraine

My focus was on the redesign and enhancement of the entire job search service, driving improvements in both user experience and functionality.

- Developed interactive prototypes for new features to visualize concepts and refine user interactions.
- Optimized existing functionality, ensuring a smoother and more intuitive user experience.
- Formulated hypotheses for product improvements and validated them through A/B testing.
- Systematized all user interface elements, guidelines, and user scenarios, ensuring design consistency and a cohesive user journey.

UX/UI designer

January 2016 – December 2016

[Delta-M Group](#) | Kyiv, Ukraine

As a UX/UI Designer, I was responsible for the development and modernization of user interfaces for complex software solutions, including BPM systems and IP telephony applications.

- Led an iterative redesign of the administrative interface, tailoring the user experience for different roles such as supervisors and operators.
- Revised the design for the IP telephony application used by operators on an ongoing basis and conducted internal testing of design hypotheses, including a guerilla test within our call center.

Web designer

March 2014 – October 2015

[Govital](#) | Kyiv, Ukraine

I specialized in creating and optimizing digital assets to drive conversions and enhance user experience across e-commerce platforms.

Designed and developed landing pages, service portals, banners, and email campaigns to support marketing and e-commerce initiatives.

Frontend Developer

April 2012 – January 2014

[Astound Digital](#) | Kyiv, Ukraine

Markup and implementation of templates for the platforms.

Core Skills

- Product User Experience design
- User Interface Design
- Interactive Prototyping

- Low- and High-Fidelity Prototyping
- User-centered Design
- Quantitative User Testing
- Customer Journey Map
- Design systems

Tools & Technologies

- **Design & Prototyping:** Figma , Adobe Creative Cloud , Interactive & High-Fidelity Prototyping.
- **User Research & Analytics:** Hotjar , Google Analytics , Microsoft Clarity , Maze , Useberry, Amplitude.
- **Operations & Development:** Atlassian products (Jira/Confluence) , HTML & CSS.
- **Methodologies:** Design Systems , Customer Journey Mapping , Quantitative User Testing.

Education

Master's Computer Systems and Networks September 2007 – June 2010
Ternopil State Technical University, Ternopil, Ukraine

Junior Bachelor Computer Systems and Networks September 2003 – June 2007
Technical College of Ternopil State Technical, Ternopil, Ukraine

Languages

English (C1), German (B2/C1), Ukrainian (native)