

LINKS / CONTACT

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PROFESSIONAL SUMMARY

UX and product designer with over 7 years of experience in the design industry, bringing a strong technical and graphic design background. Specialising in B2B and B2C SaaS and mobile applications, with expertise in user research, interaction design, and crafting intuitive, data-driven experiences for complex applications. Passionate about creating scalable, user-centric solutions that enhance usability and drive business impact. Adept at collaborating with cross-functional teams to align design with business and user needs across various industries.

EDUCATION

Master’s Degree in ICT (Minor: Communication Design)  
Prague University of Economics and Business, 2019–2022

Bachelor’s Degree in Applied Informatics  
Prague University of Economics and Business, 2015–2019

Exchange Program: Digital Experience Design  
Fontys University of Applied Sciences, The Netherlands, 2017–2018

SKILLS

Research & Testing

User interviews, Exploratory interviews, Personas and journey mapping, Workshops and brainstorming sessions, A/B testing, Usability testing &. Metrics (e.g., task success rate, time on task), Heuristic evaluation, Web analytics (including Heatmaps and click tracking), Competitive analysis, Surveys and questionnaires

Product Development

Design Thinking, Human Centred Design, Stakeholder management, Information Architecture, Process Modelling, Market Research, Product Roadmapping & Management, Customer Feedback Analysis, Writing Documentation

Design

Wireframing, Prototyping, Design Systems, Figma Variables, Responsive Design, Layout Design, Accessibility Design, Interaction Design, Photo & Video Editing, Visual Design, Branding

Soft Skills

Planning & Prioritizing, Problem Solving, Analytical Thinking, Communication & Negotiation, User Advocacy, Presentation, Adaptability, Decision-Making, Troubleshooting

Software

Figma, Adobe XD, Adobe Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro), Jira, Confluence, Miro, Excel, Hotjar, Google Analytics, Webflow, WordPress, Shopify, (+ HTML5, CSS)

AI Tools

ChatGPT, Writesonic, DALL·E, Icons8 Lunacy, Uizard, Midjourney

LANGUAGES

Belarusian and Russian – Native  
English – Advanced (C1)  
Czech – Advanced (C1)  
German – Intermediate (B1)

WORK EXPERIENCE

Freelance / Side projects

February 2025 – Now

Designed experiences and interfaces for products in the SaaS and e-commerce.

- Designed product functionality and dashboards for an energy SaaS platform that displays user data and analytics.
- Optimised user flows and improved SEO structure for an e-commerce website, enhancing usability and visibility.
- Conducted UX research and designed key interfaces for a small service-based platform to improve conversion and engagement.

Career Break – Portfolio & Skills Focus

September 2024 – January 2025

- Focused on mobile UX, interaction design, and motion. Expanded skills through practical exercises and updated my portfolio to better showcase strategic thinking and visual execution.

UX/UI Designer, SedaiNow

June 2022 – August 2024

B2B SaaS platform for sustainability (ESG) reporting and management in the Real Estate industry.

- Led full-cycle UX design, including user research, wireframing, prototyping, and usability testing.
- Conducted UX audits and implemented actionable improvements, reducing onboarding-to-report time by 80%.
- Developed a comprehensive design system using Figma Variables and transitioned the project from Adobe XD to Figma. Created custom icons and visuals.
- Acted as a proxy Product Owner, leading refinement meetings, product demos, and writing user stories during the PO’s absence or overload.
- Collaborated closely with the development team, stakeholders, and subject matter experts to ensure alignment and project success.

Product & Digital Designer, Freelance

November 2018 – December 2022

Worked in various industries, from corporate websites and e-commerce to healthcare and climatetech.

- Led end-to-end UX/UI design for freelance projects, taking full ownership from discovery to delivery.
- Conducted user research and mapped user journeys; designed wireframes and interactive high-fidelity prototypes; performed usability audits and optimised user flows to improve engagement and conversion rates.
- Designed and developed websites using Webflow, WordPress and Shopify (HTML5, CSS), ensuring responsive and user-friendly layouts.
- Developed brand identities: logos, design systems and typography
- Created visual assets for print and digital media, including social content, marketing banners, and promotional materials.

Graphic Designer, TFD Agency

August 2018 – February 2019

TFD Agency is an event agency specialising in big corporate events, forums, conferences and festivals.

- Created designs for high-profile clients like Coca-Cola, Hyundai and Sveza.
- Designed graphics for print and digital mediums, including invitations, posters, banners, merchandise, and event decorations.
- Collaborated with project managers and clients to ensure all client needs were met.
- Prepared media for print, coordinated with copy centres, and managed the printing process.