

Inna Shevchenko

Product Designer

Portfolio: www.inna.work

Product designer with 5+ years of experience designing complex digital platforms. Simplified workflows into intuitive user experiences, validated solutions through research and experimentation, and collaborated closely with product and engineering teams to deliver measurable business impact.

WORK EXPERIENCE

MutualArt - Art Market Data Platform (~1M MAU)

Senior Product Designer | August 2025 - Present

- Redesigned artist and artwork pages to improve discoverability across auction and gallery data.
- Conducted 30+ usability tests and interviews, increasing task success from ~25-67% to 100% and reducing completion time from ~2 min to under 30 sec.
- Improved conversion from artist discovery to artist detail pages from 9.5% to 16.2% through A/B tested navigation and discovery improvements (Mixpanel).
- Simplified conversion flows in auction cards by consolidating multiple gated CTAs into a single primary action, increasing registration (~5.9% → ~7.1%) and payment intent (~16.9% → ~24.2%).
- Defined artist page structure around key user intents (buying vs exploring), reducing confusion and improving navigation clarity.

Makersite - Sustainability and Supply Chain Data Platform

UX/UI Designer | June 2024 - December 2024

- Led redesign of a complex sustainability platform, streamlining navigation and simplifying user journeys.
- Conducted 15+ user interviews and usability tests, integrating insights into design decisions.
- Designed an interactive configurator that strengthened sales pitches and secured a €500,000 Lenovo deal.
- Evolved and maintained a scalable design system, improving consistency and delivery speed across teams.
- Introduced collaboration with sales, marketing, experts, and developers, aligning product decisions and increasing design impact.

Vesttoo - Fintech Startup | AI-Driven Reinsurance Platform

UX/UI Designer | January 2021 - October 2023

- Created an investor portfolio dashboard that clarified complex financial data and increased sales call conversions by 50%.
- Delivered an automated quote tool that reduced onboarding time from weeks to hours.
- Developed and scaled a design system in Figma and Storybook, supporting faster, more consistent feature delivery.
- Designed responsive workflows that simplified insurance and investment processes and improved usability across devices.

Marketing & Visual Designer (Vesttoo) | March 2020 - January 2021

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SKILLS

UX & Product

- Usability Testing
- User Flows
- User Journey Mapping
- Information Architecture
- Wireframing & Prototyping
- Data-Driven Design
- Interaction Design
- Data Visualization

Design Systems & UI

- Scalable Design Systems
- UI Components
- Responsive Interfaces

Collaboration & Processes

- Agile Workflows
- Developer Handoff

TOOLS

- Figma
- Adobe Creative Suite
- Webflow, Framer
- Lottie Files
- Jira, Clickup
- Miro
- Analytics: Mixpanel, Hotjar
- AI-assisted design workflows (ChatGPT, Claude, Figma Make)

EDUCATION

Bezalel Academy of Arts and Design

Bachelor of Visual Communication (B.Des)

Ironhack

UX/UI Design Certificate

LANGUAGES

- English: Fluent
- German: Intermediate (B2)

- Redesigned company website, increasing traffic by 50% and session duration by 25%.
- Developed brand identity and marketing assets, increasing visibility.
- Enhanced data storytelling in client presentations through charts and visualizations.

Shakedesign - Agency

Graphic Designer | October 2014 - April 2021

- Delivered branding and packaging solutions for high-profile clients, enhancing product visibility and customer retention.
- Won competitive pitches through strong design concepts and maintained long-term client partnerships.