

## SKILLS

**Project Vision** : defining and aligning the product vision, target users, needs, business objectives, value proposition, impacts, and governance

**User Research** : shadowing, interviews, surveys, focus groups, benchmark, data analysis

**UX Design** : design workshops, user flows, experience mapping, user stories, prioritization, key concepts, wireframing, prototyping, testing

**UI Design** : creating mockups with a distinctive visual identity, multi-device management, micro-animations, and accessibility

**Design System** : creation, structuring, and maintenance, in coordination with developers

**Leadership** : decision-making, autonomy, guidance, and mentorship

**Technical skills** : Figma, Zeplin, Maze, HTML/CSS, Webflow, GSAP, Midjourney, Lightroom, Photoshop, Illustrator, Glyphs

## EDUCATION

2008 - Master's Degree, Multimedia in cultural sector, University Paris 1, Pantheon-Sorbonne

2009 - Master's Degree, Cultural projects management, University Paris 3, Sorbonne Nouvelle

2004 - Master's Degree, Foreign Languages & literature, University of Drohobytch, Ukraine

## LANGUAGES

French, English, Ukrainian

## PASSIONS

Photography, modern art, audio books, typography, guitar

## WORK

### LEAD PRODUCT DESIGNER • SOURCE PARIS

01/2022 - présent

Design of B2B/B2C products throughout the entire design cycle, from analysis to delivery. Participation in cross-functional projects involving Design Ops, strategic design, and calls for tenders.

Projects : L'Oréal, Dassault Systèmes, Emerton Data, Provalliance

### LEAD PRODUCT DESIGNER • IN-TACT AGENCY

04/2016 - 12/2021

Designed mobile applications, websites and B2B programs directly with clients and developers in an agile environment.

From 2019 I became the lead of the design team ( 8 designers ) with more involvement in sales, management, recruitment and design expertise.

Projects : Suez, BPI, UEM, Gambit, Netia, Lyria, Assurance Maladie, Jo Malone

### UX/UI DESIGNER • DEGETEL AGENCY

03/2014 - 04/2016

Designed graphic content for various projects and tenders and prepared stencils and graphic guidelines.

Projects : ViaMichelin, GDF, FDJ, AAAdda, Chanel, FIA, Sanofi

### UI DESIGNER • DEGETEL (for ORANGE & BOUYGUES)

04/2012 - 03/2014

Designed TV interfaces for Sosh TV, worked on TV accessibility, designed packages and quick start guides for smartphones, 3G-4G Keys @Orange.

Designed mobile and tablet TV interfaces @Bouygues

### WEBMASTER • SIEMENS FRANCE

03/ 2009 - 04/2012

Created internet, intranet, extranet sites with Sharepoint CMS in collaboration with different communication/marketing services for internal, corporate and sector projects (healthcare, energy, industry, building)

### WEBDESIGNER • FRANCE TELEVISIONS INTERACTIVES

06-12/2009, Internship

Designed graphic elements, promotional websites and banners for France Télévisions department for kids.

### DIVERSE

2005 -2009, During studies

Worked as Reservation agent (tour operator agency & hotel), music agent (6 months internship in a touring management agency), consultant, receptionist, cashier.