

# KATERYNA KRAVCHENKO

kkravchenko.y@gmail.com | [Portfolio](#) | [LinkedIn](#) | 2369781029 | Vancouver, BC

## PRODUCT DESIGNER

Product-focused UX/UI designer with 2+ years of experience building end-to-end experiences across mobile and web. Background in media, with a strong focus on interaction design and web development. Strong in research-driven problem solving, high-quality wireframes, journeys, prototypes, and cross-functional collaboration to drive measurable outcomes.

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### KEY SKILLS

- **Design:** User-Centered Design, Interaction Design, Information Architecture, Wireframing & Prototyping
- **Research & Testing:** UX Research, A/B Testing, Usability Testing, Competitive Audits
- **Development:** HTML, CSS, PHP, JavaScript, Web Development
- **Methodologies:** Design Thinking, Scrum

### TOOLS

- **Design:** Figma, Adobe Creative Suite, Webflow, WordPress, Wix
- **Research & Analytics:** Hotjar, Mixpanel, UserTesting, Maze
- **Collaboration:** Jira, Slack, Chat GPT

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## PROFESSIONAL EXPERIENCE

[FLUI Design Jam](#), UI Designer | Jul 2025 – Present

- Collaborated on defining a new visual identity across web and digital platforms.
- Designed **a custom brand typeface** adopted across the website, digital products, and brand merchandise.
- Shipped a responsive Event Detail page using consistent, accessible components.

[Defend](#), UX/UI Designer | Dec 2023 – Sep 2024

- Designed and developed **the UX/UI for a mobile app** focused on child safety, improving user engagement and ensuring consistency across the platform.
- Created user flow charts and a scalable design system, facilitating smooth integration and an intuitive user experience.

[Ukrainian Psychological Hub](#), UX/UI Designer & Low-Code Developer | Feb 2024 – Sep 2024

- Led the redesign of the website, **increasing user engagement by 39%**.
- Independently implemented the new design on the WIX platform and developed custom code (CSS/JS) to enhance functionality and user interactivity.

[UA HUB](#), UX/UI Designer & Low-Code Developer | Dec 2023 – Jul 2024

- Designed and developed a website directory for **66 local Ukrainian businesses and events**, improving navigation and resource discovery.
- Collaborated with stakeholders to align design with business goals, boosting user interaction and site traffic.

[Shovkovo](#), UX/UI Designer & Low-Code Developer | May 2023 – Oct 2023

- Designed and developed an e-commerce site that **increased product sales by 25%**.
- Conducted in-depth UX research to inform the design, including creating personas and journey maps to address user pain points.
- Delivered high-quality wireframes and prototypes to streamline the design process and ensure functionality.

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## EDUCATION & CERTIFICATIONS

**Capilano University** — Interaction Design (Expected graduation: 2026)

**Google UX Design Program** (Sep 2022)

**Taras Shevchenko National University of Kyiv** — Master's Degree in Journalism (Jun 2016)