



Kateryna Kladyk

Working Student | Project Coordination | Research | Global Collaboration

Master's student in Innovation Management at TU Berlin with strong capabilities in project coordination, market research, and stakeholder engagement. Experienced in executive-level reporting, cross-functional collaboration, and supporting innovation initiatives within international environments. Adaptable, structured, and results-oriented, with a passion for sustainable business innovation.

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EDUCATION

Master of Science, Innovation Management, Entrepreneurship and Sustainability

Technische Universität Berlin

10/2024 - Present

Berlin, Germany

Bachelor's degree, Journalism

Taras Shevchenko National University of Kyiv

09/2016 - 09/2020

Kyiv, Ukraine

International Winter School 2025 "Sustainable Innovation & Entrepreneurship"

Ain Shams University

02/2025 - 02/2025

Cairo, Egypt

HARD SKILLS

Market Research

Product Strategy

UX & UI

Stakeholder Management

A/B Testing

Product Marketing

Branding & Positioning

Agile Project Management

Graphic Design

Digital Marketing

Google Analytics

Figma

Jira

Google Suite

Microsoft Suite

Adobe Suite

Trello

SOFT SKILLS

Teamwork

Collaboration

Leadership

Communication

Critical Thinking

Problem Solving

Decision Making

Empathy

Negotiation

Time Management

WORK EXPERIENCE

Product Manager

Win Win Media

11/2024 - Present

Remote

- **Managing an international client product**, delivering tailored product solutions for the LatAm region.
- **Conducted extensive market research** to evaluate potential expansion into new countries, analyzing competitive landscapes, and market trends.
- **Performed detailed analytics** on payment systems across LatAm geographies, identifying inefficiencies and recommending actionable improvements to enhance transaction success rates.

Product Manager & Product Designer

Blueberry Walnut

05/2023 - 12/2023

Design & Public Affairs Agency

Berlin, Germany

- **Drove user engagement** by conducting comprehensive research that led to a **15% increase in targeted user interactions** for a range of different clients, from cybersecurity to educational platforms.
- **Increased user retention by 25%** by conceptualizing and implementing features aligned with key business goals.
- **Achieved a 90% satisfaction rate** by co-designing and facilitating workshops, leading to better stakeholder alignment and project success.

WORK EXPERIENCE

Product & Marketing Designer

Prism Technologies

12/2021 - 04/2023

Prism (formerly Allseated & Meetaverse) is a world leader in spatial design technology.

San Francisco, CA, USA (Remote)

- Accelerated time-to-market by 10% by streamlining communication with engineers on critical product features.
- Streamlined product concepts into actionable features and user stories on JIRA.
- Facilitated decision-making among diverse stakeholders, driving a 30% improvement in project turnaround time.

Graphic Designer

Magonova & Partners

10/2020 - 05/2021

Lobbying and PR agency with strategic offices in Kyiv and Washington, DC.

Kyiv, Ukraine

- Drove 25% growth in social media engagement via user-centric content development.
- Boosted offline event attendance by 30% through targeted design strategies.
- Collaborated with C-level stakeholders to ensure 100% alignment of business goals and client needs.

Marketing, Content Management & Design

Ukrainian Book Institute

05/2019 - 04/2021

The UBI is a state institution under the Ministry of Culture of Ukraine.

Kyiv, Ukraine

- Revamped brand positioning and updated brand guidelines to ensure a seamless international brand recognition, including representation at the International publishing events like the 71st and 72nd Frankfurter Buchmesse.
- Engaged in crafting effective social media marketing strategies.

Junior Graphic Designer

PwC (PriceWaterhouseCoopers)

07/2020 - 10/2020

PwC is a second-largest professional services company in the world, one of the Big Four accounting firms, along with Deloitte, EY, and KPMG.

Kyiv, Ukraine

- Contributed to winning multi-million-dollar contracts with high-impact proposals.

Editorial Manager, Internship

Public Broadcasting Company of Ukraine

05/2018 - 08/2018

Kyiv, Ukraine

- Content translation for various media platforms, such as television (Pershyi TV channel) and online.
- Stakeholder collaboration to ensure timely piece publication.
- Backlog prioritisation.

LANGUAGES

English C1 (IELTS 8/9)

Full Professional Proficiency

Ukrainian (C2)

Native or Bilingual Proficiency

Russian (C1)

Full Professional Proficiency

French (B1)

Professional Working Proficiency

German (A2)

Limited Working Proficiency

Polish (A2)

Limited Working Proficiency

CERTIFICATES

Product Management (04/2024 - 08/2024)

Career Foundry Academy, 560 hours

Google Project Management (2024)

Google Career Certificates: Project Management Foundations, Project Initiation & Project Planning

Business Development (2020)

Yep Starter, Kyiv, Ukraine

Online Marketing Strategies (2020)

Curtin University