Kateryna Marchuk

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SUMMARY

Senior Product Designer with **8+ years** of experience designing and scaling **AI-driven products** across web and mobile. Strong focus on **design systems, complex AI product redesigns**, and **AI-powered design workflows**, bridging design, product, and engineering. Actively leverages AI tools to streamline and accelerate the design process. Proven experience leading end-to-end initiatives, from building scalable UI systems to redesigning dashboards, onboarding, and pricing experiences for AI platforms

EXPERIENCE

Senior Product Designer

Punchcut **May 2025 - Present, San Francisco, CA (Remote, Contract)**

- Built a scalable **design system** for the Amazon **Audible** mobile experience, **serving 5.5M+** active users, supporting the updated core experience and AI-powered personalization features
- Designed **tablet-adaptive layouts** and contributed to the redesign of key app features, collaborating closely with product designers, PMs and engineers and exploring AI-assisted workflows with **Kiro**, Amazon's AI-powered IDE

Product Designer / Manager

PrettyClever **June 2025 - May 2026, San Francisco, CA (Remote, Contract)**

- Led product and project delivery for multiple **AI-driven initiatives**, managing scope, stakeholder communication, and cross-functional coordination
- Leveraged **AI tools** throughout the design process, including **Claude Code** for concept exploration and **Lovable** for rapid prototyping
- Designed comprehensive **design systems** based on **Atomic Design principles**, including token architecture aligned with **shadcn/ui** to accelerate developer workflows
- Redesigned web applications and websites for **AI-focused clients** across ML inference optimization, cloud-based coding agents, and real-time data streaming

Lead Product Designer

HESH **Apr 2023 - Mar 2025 (Remote)**

- Designed and launched new MES platform features, **reducing production costs by 30%** and optimizing workflow automation
- Developed a mobile task management app, **increasing team communication efficiency by 20%**
- Built and implemented a scalable **design system**, enhancing UI consistency and usability, **increasing user satisfaction by 75%**
- Defined user flows, wireframes, and prototypes, ensuring seamless implementation with product and engineering teams

Lead Designer / Product Designer

Arounda **Feb 2021 - Mar 2024 (Remote)**

Key clients: **Automattic (WordPress.com)**, **Players Health**

- Redesigned **a finance platform for Players Health,** improving usability and adoption, contributing to a **$34M funding round**
- Optimized **user onboarding for Players Health,** reducing drop-off rates and **increasing customer reach by 20%**
- Led UX strategy for **Automattic's platform** serving **409M+ monthly users**, improving brand reach and engagement
- Enhanced Automattic's web app usability, **contributing to a 63% market share expansion**
- Led **10+ product launches**, collaborating with stakeholders and engineering teams, securing **$1.5M+ in startup funding**
- Mentored a team of **6 designers**, fostering UX/UI best practices and skill development
- Spearheaded Agile-based design processes, ensuring iterative improvements aligned with user feedback

Lead Product Designer

Gryps **Apr 2017 - Mar 2020, St Gallen, Switzerland (Part-time)**

- Led end-to-end redesign of a **B2B** procurement marketplace connecting **1,300+** suppliers with SME buyers across **50+ categories**, increasing **conversions by 50%** and **active users by 30%**
- Redesigned buyer and supplier dashboards, improving quote requests, lead management, and onboarding flows
- Conducted UX audits and developed product strategy in collaboration with business leaders

Senior UX/UI Designer

Softformance **Mar 2017 - Feb 2020, Estonia**

- Designed **15+ SaaS** and **startup** products, focusing on product-market fit and rapid iteration
- Worked closely with engineering, SEO, and marketing teams to align design with growth strategies
- Led design initiatives that shaped company-wide UX standards and best practices

EDUCATION

Master's degree

Focus on Business Law & Digital Regulations • National University Odessa Law Academy • Odessa, Ukraine • 2016

CERTIFICATIONS

UX/UI Design

Kyiv Academy of Media Arts • 2017

SKILLS

Tools: Figma, FigJam, Notion, Slack, Claude Code, Lovable, Cursor, Midjourney

AI-Powered Design: AI-Augmented Workflows, Prompt-Driven Prototyping, Rapid Concept Exploration

UX: User Research, Usability Testing, A/B Testing, Data-Driven Design, UX Audits, Information Architecture, Wireframing, Prototyping, Agile/Scrum, Cross-Functional Collaboration

UI: Design Systems, Atomic Design, Token Architecture, High-Fidelity UI & Interaction Patterns, Responsive & Adaptive Design, Accessibility & Inclusive Design, Microinteractions