

# Kateryna Marchuk

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## SUMMARY

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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

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### Product Designer / Manager

PrettyClever

June 2025 - Present, San Francisco, CA (Remote, Contractor)

- 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

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### Master's degree

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

## CERTIFICATIONS

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### UX/UI Design

Kyiv Academy of Media Arts • 2017

## SKILLS

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**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