

Kateryna Tymashkova

Senior Product Designer

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[LinkedIn](#)

[Portfolio](#)

About

Senior Product Designer with experience in B2B, B2G, and B2C products. Focused on problem-framing, system-level UX, and turning complex domains into clear, data-informed product experiences.

Experience

Jan 2026 - Now

Senior Product Designer at Arrive

Contributions:

- Own design for the Parking Dashboard, a B2G/B2B platform used by city authorities to manage parking operations, policies and performance.
- Led end-to-end redesign of one of the core analytics and filtering flows, aligning UX with complex backend data constraints.
- Created a shared mapping between multiple backend systems and user-facing concepts to reduce product and engineering ambiguity.
- Built a user-type model based on research and current product roles to improve product focus and prioritization.

2021 - 2026

Product Designer at Globaldev Group

Contributions:

- Led end-to-end design for Hoopit (a sports club management platform with 100k+ users) across web and mobile for 4+ years.
- Designed complex multi-role workflows with sensitive data, payments, and communication.
- Owned and evolved design systems, improving consistency and scalability.
- Contributed to two B2B and B2C fintech products by leading kickoffs under tight timelines, delivering wireframes and high-fidelity designs ahead of schedule, and earning a performance-based bonus.

Skills

Design

Problem framing and scope definition

Success metrics and outcome-driven design

System-level UX and complex workflows

Web and Mobile product design

Prototyping and interaction design

Responsive and accessibility-aware design

Usability testing & user interviews

	Design systems
	Interface copywriting
Design leadership	End-to-end initiative ownership
	Design reviews and structured feedback
	Cross-functional collaboration (PM, Eng, Research)
	Mentoring and knowledge sharing
	Stakeholder alignment and decision facilitation
Other	HTML and CSS basics
	Technical documentation
	UI testing and QA collaboration

Tools

Design	Figma
Analytics and research	Dovetail, Maze, Mixpanel, Hotjar, Google analytics
Operations	Jira, Google workspace, Notion, Miro

Other

Webflow

Languages

Foreign

English (C1)

Polish (B1)

French (A1)

Native

Ukrainian

Education

2017 - 2021

Bachelor of Science in International Relations
Faculty:
International Relations, Political Science and Sociology

Mechnikov National University

Odesa, Ukraine