

Kateryna Tymashkova

Product designer

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cathtym.com

About

Product designer with 4+ years of experience designing B2B and SaaS platforms. Specializes in translating complex problems into clear, data-informed experiences that balance user needs and business outcomes.

Experience

2021 - Now

Product designer at Hoopit

Company: Globaldev Group

Norwegian sports club management platform with 100,000+ users, serving as an all-in-one tool for complex multi-role workflows, sensitive data, payments, and communication.

Contributions:

- Designed solutions for over 50% of existing features across Web admin and Mobile app.
- Improved customer satisfaction by 20% through a strategic UI/UX overhaul, including redesigning the app's main page, optimizing color schemes, and introducing dark mode.
- Strengthened design consistency and scalability by refining and expanding the design system, improving long-term maintainability.

2023 - 2024

UX/UI Designer at eLoanWarehouse

Company: Globaldev Group

Fintech system designed to simplify loan management, reporting, and analytics for lenders and borrowers.

Contributions:

- Helped speed up the project by working extra hours to kick off research and design for multiple web platforms.

2023

UI Designer at Sapi

Company: Globaldev Group

Fintech system that provides investors with real-time insights into loans, borrowers, applications, and payouts.

Contributions:

- Delivered high-fidelity designs ahead of schedule, exceeding stakeholder expectations and earning a performance-based bonus for exceptional results.
- Modernized and optimized the UI Kit, improving design efficiency and team collaboration.

Skills

Design

Mobile & Web design

Design systems

Prototyping

Wireframing

Responsive design

User-centred design

Usability testing

User interviews

Competitive analysis

Design handoff optimization

UI concepts

Interface copywriting

Design
leadership

Design reviews and quality assurance

Designer mentoring and structured feedback

Team skill development through workshops and knowledge sharing

Other

Basics of HTML and CSS

Interaction design

Technical documentation

UI testing

Tools

Design

Figma

Maze

Hotjar

Google Analytics

Webflow

Other

Notion

Jira

Miro

Languages

Foreign

English (C1)

Polish (B1)

Native

Ukrainian