

Kateryna Tymashkova

Product designer

cathtym.com

About

I'm a product designer with over 4 years of experience in B2B and SaaS platforms. I'm best at turning complex problems into intuitive, data-informed experiences while aligning user needs with business goals.

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 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 Prototyping Responsive design Wireframing UX research Usability evaluation User-centred design Design systems UI concepts Interface copywriting
Front-end	Basics of HTML and CSS Interaction design
Other	Logic documentation UI testing

Tools

Design	Figma Maze Hotjar Google Analytics
Front-end	Webflow
Other	Notion Jira Miro

Languages

Foreign	English (C1) Polish (A2)
Native	Ukrainian

Education

2017 — 2021	Bachelor of Science in International Relations Faculty: International Relations, Political Science and Sociology Mechnikov National University, Odesa Odesa, Ukraine
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Contact

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