# MARIIA RYZHENKO

## Product Designer

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Senior Product Designer with 6+ years owning end-to-end design for complex, data-heavy B2B, B2C and internal products. I lead discovery and problem framing, prototype and ship alongside engineers and product managers, and build reusable design systems that keep a consistent design language across product suites.

### SUMMARY

- Efficient approach to building complex user experiences across multiple products, identifying product opportunities and translating user needs and business requirements into high-quality, scalable interfaces.
- Deep understanding of design rationale and design systems applying my systems thinking.
- Ability to manage complex projects end-to-end — from roadmap and prioritization to cross-functional execution — in resource-constrained environments.
- Proven experience in user research: competitive research, observational studies, customer interviews, usability testing, qualitative and quantitative research.
- Proficient in Figma integrating the AI-driven design process, design concepts, user flows, wireframing, whiteboarding, style guides, mockups, responsive prototyping, and reusable components/variants to communicate effectively and streamline collaboration between teams.

### TECHNICAL SKILLS

AI: Claude Code and Claude, Lovable, Cursor, Figma Make, Figma MCP, Relume, AI website builders

Design tools: Figma, FigJam, Figma Developer mode, Material Design, Lottie animation

Adobe Creative Suite: Illustrator, Photoshop, After Effects, Premier Pro, Firefly, Motion Design

Web Design: Webflow, Framer, WIX, Squarespace, CMS and CRM tools, Contentful, Spline

Front End Development: HTML, CSS, JavaScript, React, VS Code

Data & Analytics: Google Suite, Google Analytics, Maze, Hotjar, HubSpot

### CORE COMPETENCIES

Discovery & problem framing, problem briefs & product requirements, interaction design, prototyping, information architecture (navigation, search, content modeling), design systems & design language, usability testing with internal users, complex workflows, cross-functional alignment, design trade-offs

### PROFESSIONAL EXPERIENCE

**PolicyMe | Toronto, ON** **Oct 2025 – September 2026**

**Product Designer**

Owned end-to-end design of PolicyMe's marketing website, a $10B+ digital insurance platform serving Canadians nationwide. I led the work from discovery and problem framing through interaction design, prototyping and implementation, using Figma and Webflow, to meet growth, brand and conversion goals.

- Redesigned PolicyMe's marketing website end-to-end, from discovery and problem framing through Figma and Claude prototyping and the Webflow build, for a regulated financial product. This increased conversion by 48% and cut page load time by 43.3%.
- Extended the CMS-driven design system in Webflow and Figma with design tokens, reusable components, templates and content models. This reduced page build time from 5 days to 4 hours and kept the design language consistent across + pages.
- Partnered with Growth, SEO, Engineering and Performance Marketing to define requirements and align stakeholders. We shipped interactive plugins + landing pages, quotes, partner pages and templates that grew organic traffic by 28%.

- Worked with engineers and external Webflow agencies on custom components beyond standard CMS scope, balancing craft against pragmatic trade-offs. This delivered 30+ complex features on time and reduced reliance on external development.

**The Weather Network (TWN)/Pelmorex Corp | Oakville, ON** **Jul 2022 – Jun 2025**

**Product Designer**

Designed TWN's inclusive TV app, broadcast interface, and 50+ web experiences across streaming platforms — establishing the company's first design system and collaborating with development, marketing, analytics, and production teams to deliver market-ready digital products.

- Redesigned the TV app and established the first-ever design system, delivering a personalized weather and video experience across 10+ streaming platforms, improving user engagement by 40% and content discovery by 65%.
- Designed the TV broadcast interface with an integrated monetization feature across 5 streaming channels, generating a 34% revenue increase through partner and sponsor banners.
- Built 50+ web landing pages and responsive Figma components for 6-language localization, improving onboarding completion by 45% while achieving WCAG 2.1 accessibility compliance across international markets.
- Partnered with engineers and stakeholders in an agile environment, running weekly design reviews (95% design-to-development accuracy) and delivering presentations that secured 100% on-time milestones.

**G-FORCE Moving Company | Toronto, ON** **Jul 2020 – Oct 2023**

**Lead Product Designer | Co-founder**

Designed responsive, scalable logistics website meeting user needs through intuitive UI/UX design. Created brand identity and design system while collaborating with developers, SEO specialists and marketing.

- Designed and led end-to-end website and brand development from concept, ideation, research to launch, collaborating with development and SEO teams to deliver a full-featured website with a functional CMS, resulting in 90% revenue increase within 6 months.
- Designed a design system from scratch, including brand identity, visual guidelines, and component library, reducing design-to-development handoff time by 45% and ensuring consistent user experience.
- Collaborated with 5+ teams including developers, SEO specialists, social media marketing, and sales teams, streamlining product delivery timelines by 28% through improved communication workflows.

## PROJECTS

**G FORCE Moving — Rebuilding a Monolithic Product as a Scalable, CMS-Driven Platform** **Jan – June 2026**

**Lead Product Designer & Product Owner**

Reimagined a monolithic legacy product as a modular, CMS-driven platform over six months. I redefined its structure, content model, design system and lead-generation flow, owned the product end-to-end, from discovery and MVP definition through managing the cross-functional team, defining a scalable design system, implementation and launch.

- Led discovery and problem framing, defined the MVP and roadmap, and put together and led a small team (a developer and an SEO specialist), taking the new product from strategy to launch in six months.
- Re-architected the monolithic site into a scalable system of templates, with a new information architecture, content model and URL structure (one CMS collection per province) and 301 redirects to preserve search rankings. Organic traffic roughly tripled.
- Redesigned the quote flow using qualitative and quantitative research and connected it to HubSpot CRM. Organic conversions grew about 4–5× per day.
- Built a reusable Figma design system and component library and implemented it in Webflow to accessibility and mobile standards. This let the team launch 100+ city pages from a single template.

## EDUCATION

### Interaction Design and Web Development Advanced Diploma

**George Brown College, Toronto, ON** GPA 3.91/4.0

Relevant Coursework:

Human Computer Interaction (HCI), Interface Development, Interface design, Information Architecture, UX Design, Interactive Media, Product Design Management, Digital Product Accessibility

### Bachelor of Arts: Major in English Language and Literature, Minor in Psychology

**Oles Honchar Dnipro National University, Dnipro, Ukraine** GPA 3.9/4.0

## CERTIFICATES

### Catalyst Advanced Leadership

Advanced leadership coaching and development program

### Building AI Products

**DesignLab, USA**