

MARIIA RYZHENKO

PRODUCT DESIGNER

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Product Designer with 5+ years of experience designing mobile and web-based applications, developing websites and creating digital products on Android, Apple iOS and Web platforms with a deep understanding of the design systems.

SUMMARY

- Efficient approach to building the complex user experience across multiple products
- Deep understanding of the design systems within a large, multi-product company
- Ability to manage complex projects that involve the cross-functional collaboration, establishing the agenda with clear, actionable goals
- Proven experience of user research: observational studies, customer interviews, usability testing, and other forms of qualitative and quantitative research
- High level proficiency with Figma rapid prototyping, designing reusable components, variants to streamline effective collaboration and clear communication between teams.
- Passion for improving the software accessibility and inclusivity, creating the user-friendly designs
- Excellent communicator, leader mentor for the junior designers and the career switchers

TECHNICAL SKILLS

Design: Figma, FigJam, Figma Developer mode, Material Design

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

Web design: AI, Webflow, Framer, WIX, Squarespace, CMS, Contentful, Spline, AI website builders

Coding: Front-End, HTML, CSS, Bootstrap, JavaScript, React

Data & Analytics: Google Suite, Midjourney, ChatGPT, Miro, Google Analytics, Maze, Hotjar

SOFT SKILLS

Communication skills, cross-functional team collaboration, strategic and analytical thinking, strong conceptual thinking, goal-oriented, self-motivated

PROFESSIONAL EXPERIENCE

The Weather Network (TWN)/Pelmorex Corp | Oakville, ON

Jul 2022 – Jun 2025

Product Designer

Oct 2023 – Jun 2025

Designed the inclusive TV app and its design system for multiple TV platforms. Collaborated with development, marketing, analytics and production teams to deliver a market-ready digital product.

- Redesigned the TV app and established the first-ever design system, creating the app that provides the personalized weather and video experience across 10+ streaming platforms, improving user engagement by 40% and content discovery by 65%.
- Designed responsive Figma components for 6-language localization, ensuring proper UI scaling and visual consistency across international markets while maintaining unified UX standards.
- Collaborated with the engineers throughout design and implementation phases, conducting weekly design reviews to achieve 95% design-to-development accuracy.
- Delivered structured stakeholder presentations to executives and product owners, creating demo

videos to secure project approval while maintaining 100% on-time delivery milestones.

UX/UI Designer

Jul 2022 – Oct 2023

Designed TV broadcast interface and web experiences for TWN. Created 50+ web pages using HTML/CSS and established content guidelines for marketing and design teams across streaming platforms.

- Designed TV broadcast interface displaying national weather data across 5 streaming channels with integrated monetization feature, generating 34% revenue increase through partner and sponsor banners.
- Developed 50+ web pages using HTML/CSS including accessible TV app tutorials and streaming channel information, improving user onboarding completion rates by 45% and reducing support tickets 30%.
- Collaborated with broadcast and development teams to implement responsive designs meeting accessibility standards, achieving WCAG 2.1 compliance and expanding audience reach by 20%.

Lead Product Designer | Co-founder

Jul 2020 – Oct 2023

G-FORCE Moving Company | Toronto, ON

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

- Designed and led 0-to-1 website initiative from concept 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 comprehensive 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 across all touchpoints
- Collaborated with 5+ teams including developers, SEO specialists, social media marketing, and sales teams, streamlining product delivery timelines by 28% through improved communication workflows

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