Anastasiya Radchuk

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Summary

UX/UI Designer with 4+ years of experience designing user-centered digital experiences for e-commerce and consumer brands. Skilled in prototyping, conversion optimization, and building scalable design systems using both Figma and UXPin. Adept at transforming behavioral insights and accessibility standards into intuitive, inclusive interfaces.

Skills

Tools & Technologies: Figma, UXPin, Adobe Creative Suite, Shopify, Liquid, HTML5, CSS3, WordPress, Google Analytics, A/B Testing

UX/UI Skills: Wireframing, Prototyping, Design Systems, Responsive Design, User Flows, Information Architecture, Interaction Design, Accessibility (WCAG 2.1), Heuristic Evaluation, UX Audits, UI Specifications

Research & Optimization: Behavioral Analytics, Funnel Analysis, Usability Testing (Moderated & Unmoderated), Conversion Rate Optimization (CRO), Stakeholder Workshops, Competitive Analysis, User Journey Mapping

Experience

UX Vortex — *Freelance UX/UI Designer*

APRIL 2023 - PRESENT

- Executed in-depth UX audits using heuristic frameworks and tools like Google Analytics, uncovering friction points and implementing targeted solutions that boosted user flows and increased conversion rates by 10-17%.

- Improved accessibility across Shopify storefronts by applying WCAG 2.1 standards and conducting screen reader testing, expanding reach to a broader user base

- Designed and implemented cross-device Shopify experiences using Figma and Liquid code, creating responsive wireframes, prototypes, and high-fidelity mockups that improved user satisfaction by 20%

- Analyzed user behavior with Google Analytics and funnel tracking to identify drop-off points, then validated design changes through A/B testing to optimize navigation, checkout flows, and product discovery

- Performed competitive UX/UI audits across top e-commerce sites, synthesizing interaction patterns and accessibility benchmarks to deliver redesign proposals that improved usability by 25% and enhanced brand perception

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Lumens — *UI Designer*

FEBRUARY 2021 - APRIL 2023

- Designed and tested responsive prototypes for PDPs, account dashboards, and careers pages using UXPin and moderated usability tests with 12+ participants, increasing task completion rates and mobile usability across platforms

- Created and maintained scalable design patterns that reduced design time by 30% and ensured visual consistency across 100+ e-commerce product pages

- Collaborated with engineers and project managers to align designs with technical limitations, using Jira for tracking and participating in UAT sessions that ensured error-free, user-friendly deployments

- Conducted a site-wide UX audit via heuristic analysis and customer feedback (via surveys and reviews), presenting actionable findings to executive stakeholders that drove prioritization of 5 key usability upgrades

- Presented data-backed design recommendations using Google Analytics and A/B testing results (e.g., 12% increase in add-to-cart rate), securing stakeholder approval for UX enhancements

- Developed and rolled out a centralized design system in UXPin adopted by 4 cross-functional teams streamlining collaboration and ensuring brand consistency throughout a full-site rebrand initiative

Bogle Vineyards — *Graphic Designer*

SEPTEMBER 2019 - FEBRUARY 2021

- Designed print and digital marketing assets for nationwide retail wine promotions, aligning creative direction with brand guidelines to boost customer engagement and shelf visibility

Education

CSU, Sacramento — *B.S. in Graphic Design, 2019*

DesignLab — *UX Academy, 2021 / UX Foundations, 2020*