

# Denys Kholin

## UX/UI Designer

### Work experience

#### White Label Agency | Web Designer

09/2022 - 10/2022

- Designed user-friendly websites aligned with brand identity, increasing user engagement
- Collaborated with clients and cross-functional teams to gather requirements and deliver tailored solutions
- Conducted usability testing and implemented responsive design for optimal user experience

#### Freelance | UX/UI Designer

11/2022 - 12/2022

- Created design systems to ensure visual consistency and streamline workflows
- Designed secure, user-friendly payment screens for mobile apps and websites, enhancing checkout experience
- Developed responsive layouts for various devices to improve accessibility and usability

#### rokujemy.pl | UX/UI Designer

01/2023 - 08/2023

- Led user research through surveys and interviews to gain insights and inform design decisions
- Designed intuitive interfaces, boosting user satisfaction and engagement
- Defined UX strategies and collaborated with stakeholders to align product with user needs
- Spearheaded the design and launch of the company website, strengthening brand presence
- Conducted usability testing to identify pain points and iteratively improve UI
- Established scalable design systems and style guides for consistency across all digital platforms

#### Freelance | UX/UI Designer

10/2024 - 02/2025

- Developed user-centered design solutions for a mobile app, optimizing navigation and engagement
- Created wireframes, prototypes, and high-fidelity mockups to present to stakeholders
- Conducted user testing and research to validate and refine design decisions

#### Z2A Digital | UX/UI Designer

03/2025 - 12/2025

- Conducted user research through interviews with marketing analysts and managers to identify key dashboard goals and user needs
- Developed the dashboard's information architecture, mapping out KPIs, workflows, and user scenarios
- Created low- and high-fidelity prototypes in Figma showcasing key metrics, visualizations, filters, and data navigation patterns
- Designed a clean, modular UI focused on clarity, data readability, and intuitive interaction
- Led usability testing sessions, collected user feedback, and iteratively improved layout and navigation
- Collaborated closely with developers to ensure accurate implementation across responsive breakpoints
- Ensured accessibility compliance (WCAG) and maintained alignment with brand guidelines
- Delivered a detailed design system with reusable components for future scalability

#### Freelance | Web Designer

02/2025 - 01/2026

- Developed complete websites using Webflow, from initial concept to final deployment
- Created user-centered UI/UX designs in Figma based on client goals and target audience
- Built responsive layouts for desktop, tablet, and mobile views
- Configured Webflow CMS for dynamic content management by clients
- Optimized website performance and SEO (semantic structure, alt tags, page speed)
- Integrated third-party tools such as Zapier, Google Analytics, and email marketing platforms
- Collaborated directly with clients to gather requirements, provide consultation, and implement revisions
- Conducted final testing and managed domain publishing through Webflow hosting

#### Flipico Agency | Web Designer

09/2025 - Present

- Planned, designed, and launched custom Webflow sites, overseeing the full build lifecycle
- Translated client objectives and audience needs into intuitive UI/UX designs using Figma
- Implemented flexible, mobile-first layouts that adapt seamlessly across all screen sizes
- Set up and customized Webflow CMS collections to allow easy client-side content updates
- Improved site visibility and speed through SEO best practices, clean structure, and performance optimization
- Connected automation, analytics, and marketing tools
- Worked with clients to define project requirements, provide strategic input, and refine designs through feedback

### Contact

Location: Warsaw, Poland

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Portfolio: [behance.net/denyskholin](https://behance.net/denyskholin)

LinkedIn: [linkedin.com/in/denys-kholin](https://linkedin.com/in/denys-kholin)

Website: <https://denyskholin.webflow.io/>

### Education

Bachelor in Advertising and PR

Sumy State University

Sumy, Ukraine

2016-2020

### Skills

User Research • Wireframing • Prototyping • Critical Thinking • Product Strategy • User Flow • Information Architecture • Branding and Graphic Development • Interactivity and Animation • Color Theory • Typography • Style Guides • Design Systems • Responsive Design • User Testing • Communication Skills • Accessibility • Collaboration Skills • Microinteraction Design • Problem Solving • Portfolio Creation and Presentation • Cross-Functional Collaboration • Stakeholder Communication • Agile / Scrum Fundamentals

### Tools

Figma • Adobe XD • Photoshop • Illustrator • InDesign • Webflow • Framer • Jira • Miro • Asana • ProtoPie

### Languages

- Ukrainian (Native)
- English (Advanced)
- Polish (Advanced)
- French (Intermediate)

### Courses

- Photoshop Essentials/Advanced Course
- Illustrator Essentials/Advanced Course
- Adobe XD Essentials/Advanced Course
- Figma Essentials/Advanced Course
- Master Digital Product Design: UX Research & UI Design
- User Experience Research and Design
- Complete Web & Mobile Designer: UI/UX, Figma, +more
- Google UX Design