

Kateryna Vislohuzova

Product UX/UI Designer | High-level skills in Figma

Charlotte, North Carolina, United States

Summary:

Product UX/UI Designer with 9 years of experience building B2B, B2C, and SaaS products. Specialized in UX strategy, user flows, wireframing, prototyping, and design systems. Strong background in creating MVPs, optimizing complex workflows, and collaborating with cross-functional teams in Agile environments.

Portfolio: https://www.behance.net/Ekaterina_Vi

Skills: User Experience (UX), Product Thinking, MVP, SaaS, Design System, ERM, CRM, B2B and B2C platforms, User Interface (UI), User Flow, User Research, Information Architecture, OOUX, User Testing, A/B Testing, Responsive Web Design, iOS App Design, Android App Design, Desktop Application design, Wireframing, Prototyping(Figma/Axure), Agile/Scrum

Strong understanding of User Experience, Typography, Color, and Design principles.

Design and Management Tools: Figma, Figma AI, UserTesting, FigJam, Miro, Google Analytics, Jira, Trello, Slack, Microsoft Teams, Sketch, Adobe XD, Adobe Photoshop, Adobe Illustrator, Axure, OpenAI, Midjourney.

Work Experience

Excel Medical 1 year 1 month

Middle Product UX/UI Designer

December 2024 - January 2026

Charlotte, North Carolina, United States

Achievement:

- Successfully launched the MVP for a Medical Education SaaS Platform, which is now helping both current and future surgeons enhance their knowledge and practical skills.
- Improved a segment of the company's ERM system (logistics flow between providers and pharmacists) by reducing the number of steps and significantly increasing operational efficiency within the platform.

Responsibilities:

- Led the end-to-end development of MVPs for new company products, including: stakeholder briefing, requirement alignment, user flows, OOUX, UX wireframes, design system, UI design, and prototyping.
- Improved and optimized existing ERM, CRM and SaaS products (B2B and B2C), enhancing usability and overall product performance.
- Created clear and efficient user flows, wireframes, high-fidelity prototypes, and UI designs for both new and existing features.
- Created Design systems
- Mentored and provided guidance to design interns, supporting their growth and integration into the team.
- Collaborated closely with developers and Agile product managers, ensuring smooth communication, alignment, and timely delivery across sprints.

White Citadel 2 years 9 months

Middle Product UX Designer

January 2023 - December 2024

Charlotte, North Carolina, United States

Achievement:

- Boosted one product's traffic from 200K to 1.5M users in a year through UX optimization and improved information architecture.
- Worked on Delta Airlines Application.
- Led the redesign of enterprise Quiz SaaS platform, improving task completion rate and conversion by 17%.
- Mentored junior designers and interns.

Responsibilities:

- Conducted UX research to uncover user pain points and business opportunities.
- Created detailed User Flows, Wireframes, and Prototypes for B2B and B2C products.
- Designed SaaS dashboards, web platforms, and mobile apps with a focus on usability.
- Built and maintained a Design System and component library to ensure consistency across platforms.
- Collaborated with stakeholders, product managers, and developers to align product vision and roadmap.
- Presented design concepts and data-driven decisions to stakeholders.

Junior Product UX Designer

May 2022 - January 2023

Charlotte, North Carolina, United States

Achievement:

- Supported UX research and user flow design for SaaS and healthcare products.
- Helped develop wireframes and prototypes that improved user engagement and reduced navigation friction.

Responsibilities:

- Designed and tested user flows, wireframes, and low-fidelity prototypes in Figma.
- Participated in user interviews and feedback analysis to identify pain points and usability issues.
- Created early design concepts for responsive web platforms and mobile interfaces.
- Collaborated with cross-functional teams to align design decisions with product strategy.
- Designed visual content for product marketing and social media materials.

DDA Production 3 years 4 months

Middle UX/UI Designer

August 2021 - February 2022

Kyiv City, Ukraine

Achievement:

- Created a new design for the company's website and implemented a progressive strategy that attracted two large clients Chumak (Ukraine) and A1 (Belarus).
- Mentored and trained design interns, helping them develop UI/UX and web design skills.
- Increased team efficiency by 15% through improved workflows and design collaboration.

Responsibilities:

- Developed UX wireframes and interactive prototypes.
- Led the design of B2C and e-commerce web projects.
- Conducted design reviews and maintained design quality across deliverables.
- Designed visuals for social media and marketing campaigns.

Junior UX/UI Designer

November 2018 - August 2021
Kyiv City, Ukraine

Achievement:

- Gained hands-on experience with UX principles and responsive web design.
- Contributed to the first versions of the company's e-commerce interfaces

Responsibilities:

- Assisted in developing website layouts and wireframes under senior designer supervision.
- Participated in creating early-stage e-commerce and B2C projects.
- Designed marketing and social media visuals.
- Supported design documentation and style consistency across projects.

TrendLine Global 2 years 11 months

Junior Web Designer

April 2016 - October 2018
Kharkiv, Ukraine

Achievement:

- Promoted to Junior Web Designer after Internship completion.

Responsibilities:

- Designed and maintained responsive websites that aligned with the company's brand identity and business goals.
- Implemented modern web design principles to improve usability, accessibility, and visual appeal.
- Created wireframes and high-fidelity mockups for marketing pages and internal tools.
- Collaborated with developers to ensure pixel-perfect implementation and cross-browser compatibility.
- Worked closely with product managers and marketing teams to translate business requirements into user-friendly interfaces.
- Designed promotional materials and landing pages that increased conversion rates.
- Helped define and standardize the company's design system and visual style guidelines.
- Conducted competitor analysis and user feedback sessions to refine design decisions.

Web Design Intern

December 2015 - March 2016
Kharkiv, Ukraine

Started my design career as an intern, assisting the lead designer in creating marketing and website materials.

Responsibilities:

- Supported senior designers with layout, typography, and visual concept development.
- Learned design fundamentals and company workflows.
- Assisted in preparing assets for web and social media campaigns.

Education

National Aerospace University

(2013 - 2017)
Bachelor of Technology - BTech, Faculty of Aircraft Control Systems
Kharkiv, Ukraine

Skills:

- Control Systems Design

- Human-Machine Interaction
 - User-centered Design
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Languages

Russian (Native)

Ukrainian (Native)

English (Full Professional)