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SKILLS

User Centered Design
Design Thinking
Research
Usability testing
Design Systems
Interactive Prototyping
Illustration

TOOLS

Figma
Sketch, Invision
Jira, Clickup
Adobe CC
After Effects
Webflow
Microsoft Suite

EDUCATION

Ironhack Bootcamp
UX/UI Certificate
Aug. 2020 – Feb. 2021
Bezalel Academy of Arts and Design
Bachelor: Visual Communication
2004 – 2009

LANGUAGES

Russian – Native
Hebrew – Native
English – Fluent (C2)
German – Intermediate (B2)

Inna Shevchenko

UX/UI Designer

With a strong background in visual design, I bring three years of experience as a UX/UI designer. I make informed design decisions through extensive research, aligning my work with user needs and business goals. My approach combines data-driven insights with compelling visuals.

WORK EXPERIENCE

UX/UI & VISUAL DESIGNER

Jan. 2021 – Aug. 2023

Vesttoo – Insurtech Startup

Starting as the sole visual/marketing designer, I redesigned the branding, rebuilt the website and created marketing materials. Then, as a key member of a growing product team, I played an integral role in the launch of an AI-driven reinsurance marketplace, working on research, usability testing, new features and a scalable design system and collaborating with product managers and development teams.

- The new website resulted in a 50% increase in monthly traffic and a 25% increase in average time spent on the site.
- Our product and marketing materials played a key role in securing Series C investment and achieving unicorn status in May 2023.
- As a result of designing and launching an onboarding feature, the time it took an insurance company to receive a quote was reduced from several weeks to just a few hours.
- The new product helped the company achieve a 400% growth by the year 2022.

GRAPHIC DESIGNER

Oct. 2014 – Apr. 2021

Shakedesign Studio

As a graphic designer in a design agency, I worked on various branding and packaging projects for Israel's largest food and cosmetics companies, leading them from initial idea to final deliverable, collaborating with a team of product managers, creative directors, photographers, clients and a technical team.

- Clients reported increased sales and consumer interest and engagement, leading to continued collaboration and repeat projects.
- Participated in and won design competitions, which helped to attract new clients.

GRAPHIC DESIGNER

Mar. 2013 – Apr. 2014

Imageart Studio

IN-HOUSE GRAPHIC DESIGNER

Aug. 2012 – Mar. 2013

Steimatzky Publishing & Book stores

GRAPHIC DESIGNER

Nov. 2009 – Jun. 2012

Avni Studio