

Alla V.

UX/UI Designer

Summary of Qualifications

Creative and detail-oriented UX/UI designer with 3+ years of experience designing digital products across fintech, SaaS, e-commerce, and real estate domains. Skilled in creating user-centered interfaces, improving usability, and maintaining design consistency across web and mobile platforms. Experienced in full design cycle from research and wireframing to prototyping and developer handoff, with a strong focus on scalable UI systems and product usability.

Skills

Methodologies and frameworks:

- Competitor analysis
- Information architecture
- CJM
- User Flow
- Persona
- User stories

Design and prototyping:

- Miro
- Figma
- Adobe Photoshop
- Figma jam
- Framer

Collaboration platforms and documentation systems:

- Confluence
- Notion
- Google Workspace (Docs, Sheets, Slides, Drive)

Hard Skills:

- User Research
- Analytics & Research
- User Experience (UX) Design
- Interaction Design
- Information Architecture
- Prototyping
- Usability Testing
- Adaptive / Responsive Design
- Design Systems
- UI Kit
- Color Theory
- Typography
- Animation in Figma (basic)
- Design Principles

Experience

Smart Lead Generation Platform for Real Estate Professionals

Project Description:

SaaS web platform tailored for real estate professionals to discover and connect with leads efficiently. It leverages integrated data sources and automated outreach tools.

Domains:

SaaS, Real Estate

Involvement Duration:

0.5 year

Project Role:

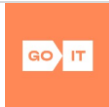

UI/UX Designer

Responsibilities:

- Designing user flows, wireframes, and high-fidelity interfaces;
- Improving platform usability;
- Creating a structured UI kit to support consistent visual design;
- Developing clickable prototypes for validation and stakeholder reviews;
- Conducting usability reviews and refining interaction patterns;
- Collaborating with developers and product managers to align design with business goals;
- Iterating on designs based on feedback and data insights.

Tools & Technologies:

Figma, FigJam, Jira, Confluence.

Project Description:	Various Projects in an Outstaffing Company	
	A diverse range of digital products for multiple international clients within an outstaffing environment. The projects spanned fintech, e-commerce, SaaS, and service-oriented platforms, each requiring quick adaptation to new business domains and collaboration styles. My responsibilities included creating user-centered design solutions, enhancing product usability, and ensuring visual consistency across different platforms.	
	Domains:	Fintech, E-commerce, SaaS, Web & Mobile
	Involvement Duration:	2 years
Project Role:	Design Specialist (UX/UI)	
Responsibilities:	<ul style="list-style-type: none">▪ Designing user interfaces for multiple client projects;▪ Creating wireframes, mockups, prototypes, and user flows;▪ Developing and maintaining scalable UI kits and design systems;▪ Improving user experience across web and mobile products;▪ Collaborating with cross-functional teams (developers, PMs, analysts, stakeholders);▪ Adapting to various client workflows, design processes, and expectations;▪ Participating in product iterations, review sessions, and roadmap discussions;▪ Ensuring consistency with brand guidelines and business objectives;▪ Managing and organizing large volumes of design files across multiple projects.	
Tools & Technologies:	Figma, Photoshop, Jira, Confluence, Notion, Miro.	
Project Description:	Confidential Fintech Platform	
	The project focused on designing a seamless digital experience for a fintech product aimed at simplifying financial interactions for users. The goal was to create an intuitive, secure, and efficient interface that supports core financial operations while meeting strict industry standards. The work covered the full design cycle – from initial concept development to final design delivery – ensuring the product aligned with business objectives, regulatory requirements, and user expectations.	
	Domains:	Fintech, Web & Mobile
	Involvement Duration:	0.5 year
Project Role:	UX/UI Designer	
Responsibilities:	<ul style="list-style-type: none">▪ Designing the product from concept to delivery;▪ Creating mockups, prototypes, and user flows;▪ Building and maintaining a scalable UI kit for consistent design execution;▪ Conducting usability reviews and validating design decisions;▪ Ensuring alignment with project requirements and user needs;▪ Collaborating with developers, stakeholders, and cross-functional teams;▪ Supporting smooth handoff to development;▪ Ensuring quality and consistency across the product;▪ Iterating based on feedback and usability findings.	
Tools & Technologies:	Figma, FigJam, Photoshop, Midjourney, Adobe Firefly.	
Certificates	Design Practicum 4.0 Mentorship Program by Andrew Mamontov	
	UX/UI Designer GoIT	
	Figma UI UX Design Essentials Udemy	

Education	Master's degree Azov State Technical University of Mariupol Enterprise Economics
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Languages	English: Intermediate Ukrainian: Native
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