

Natalia K.

UX/UI Designer

Summary of Qualifications

UX/UI Designer with 3.5 years of experience creating intuitive, data-driven, and visually engaging digital products for Legal Tech, AI, SaaS, E-commerce, and B2B platforms. Skilled in user research, competitive analysis, information architecture, interaction design, and responsive/mobile-first design, with strong proficiency in Figma, Adobe Photoshop & Illustrator, component-based design systems, and high-fidelity prototyping. Experienced in designing dashboards, admin panels, and content-driven websites, delivering solutions that balance user needs with business goals.

Completing a Bachelor's degree in Industrial Design in Printing and Publishing, with a program focused on graphic design, UI design principles, and user-centered interface development. This education provides a strong foundation in color theory, typography, layout, and visual hierarchy, directly supporting UX/UI design work and enabling the creation of products that are both functional and aesthetically appealing.

Skills

Methodologies and frameworks

- Competitor Analysis
- User Research (Interviews, Surveys, Discovery Sessions)
- Analytics & Research
- Information Architecture
- Customer Journey Mapping (CJM)
- User Flows
- Personas
- User Stories
- Human-Centered Design
- Design Thinking
- Mobile-First Approach
- Usability Testing

Design and prototyping

- Figma
- FigJam
- Miro
- Adobe Photoshop
- Adobe Illustrator
- Graphic Design
- Similar Web

Collaboration & Documentation

- Notion
- Google Workspace (Docs, Sheets, Slides, Drive)
- Microsoft Workspace
- Cross-functional collaboration with developers & stakeholders
- Design-to-development handoff

UX / UI & Product Design

- User Experience (UX) Design
- Interaction Design
- Adaptive / Responsive Design
- Wireframing (Low / Mid-Fidelity)
- High-Fidelity UI Design
- Prototyping (Clickable & Interactive)
- Dashboard & Admin Panel Design
- SaaS & B2B Product Design
- eCommerce UX
- Conversational UI (Chat-based Interfaces)
- Design Systems
- UI Kit Development
- Component Libraries
- Figma Variables
- Auto Layout
- Design Principles
- Color Theory
- Typography
- Basic Motion & Micro-interactions (Figma)

Professional Strengths

- Strong analytical thinking
- Ability to structure complex systems
- Attention to detail
- Clear communication
- Stakeholder-focused mindset
- Fast adaptation to new domains

Experience	
Project Description:	Legal Risk & Conflict Detection Intelligence Platform An intelligent due-diligence and risk-assessment platform designed for legal firms and compliance teams to detect potential conflicts of interest before engagements begin. The system aggregates data from internal systems and external sources, performs entity resolution and enrichment, and applies graph-based relationship modeling to identify both direct and indirect connections between individuals, organizations, and cases. Interactive visualizations and structured reports enable compliance teams to quickly analyze complex relationship networks, reduce regulatory and reputational risks, and make well-informed legal decisions.
Domains:	Legal Tech
Project Role:	UX/UI Designer
Responsibilities:	<ul style="list-style-type: none">▪ Executed user research and competitive analysis to inform platform improvements▪ Designed information architecture for complex due-diligence workflows and data-driven analysis▪ Created user flows for conflict-of-interest detection and investigation processes▪ Designed graph-based relationship visualization interfaces for exploring connections between entities▪ Developed dashboards for monitoring risk indicators and investigation results▪ Designed interfaces for multi-source data aggregation and entity resolution results▪ Prototyped interactive behaviors for relationship graphs and data exploration▪ Designed visual reports that clearly communicate risk scenarios and relationship insights▪ Ensured usability and clarity when presenting large, complex datasets▪ Collaborated closely with developers during implementation
Tools & Technologies:	Figma, FigJam, Design Systems, Wireframing, Prototyping, Data Visualization, Graph UX, User Research, Competitive Analysis
Project Description:	AI Knowledge Exploration & Research Platform An intelligent search and knowledge exploration platform that enables deep, contextual research through a chat-based interface. The system aggregates and normalizes data from multiple sources using RAG pipelines, resolves and disambiguates entities, and builds graph-based knowledge models to visualize relationships, enabling faster analysis and actionable insights from fragmented information.
Domains:	AI Projects Research Platforms
Project Role:	UX/UI Designer
Responsibilities:	<ul style="list-style-type: none">▪ Conducted user research and competitive analysis to guide conversational UI design▪ Structured information architecture for research-heavy workflows▪ Designed conversational UI for chat-based knowledge discovery▪ Created graph visualization layouts for entity relationships▪ Developed user flows for advanced filtering and contextual exploration▪ Built dashboard interfaces for insight management▪ Prototyped interactive graph behaviors and transitions▪ Conducted usability testing to refine search and filtering logic▪ Ensured clarity when presenting complex datasets and relationships▪ Collaborated closely with developers during implementation
Tools & Technologies:	Figma, FigJam, Interactive Prototyping, Design System, Wireframing, User Research, Competitive Analysis.

Internal Circular Resource Management Platform

Project Description: Internal digital platform designed to support circular economy operations across research, logistics, refurbishment, and recycling processes. The system centralizes equipment lifecycle tracking, operational workflows, and sustainability reporting within a unified interface for multiple departments.

Domain: eCommerce | B2B Platforms

Project Role: UX/UI Designer

- Responsibilities:**
- Performed user research and competitive analysis across departments
 - Reorganized platform navigation and information architecture to support complex research workflows
 - Redesigned lead generation forms to improve clarity and conversion flow
 - Mapped complex internal processes into structured digital flows
 - Created user flows for internal operational processes and equipment lifecycle management
 - Designed role-based dashboards for logistics, R&D, and recycling teams
 - Created admin interfaces for equipment lifecycle management
 - Structured data-heavy tables and filtering systems
 - Designed reporting and sustainability tracking modules
 - Optimized core equipment purchasing flows to increase conversion and sales efficiency
 - Built reusable UI components for internal CMS and management tools
 - Enhanced mobile responsiveness and accessibility using responsive design principles
 - Tested usability with internal stakeholders and refined task efficiency
 - Collaborated closely with developers during implementation

Tools & Technologies: Figma, FigJam, Component System, Wireframes, Prototypes, Admin UX Patterns, Mobile-First Approach, Responsive Design, User Research, Competitive Analysis.

AI-Powered B2B SaaS Website for Sales & Marketing Automation

Project Description: The project involved developing a corporate website for an AI-driven B2B SaaS company specializing in sales and marketing automation. The website presented platform features, AI agents, services, industries, and blog content in a clear, structured way. The main goal was to implement responsive page templates, reusable content blocks, and a mobile-friendly layout that allows easy content management and consistent presentation across the site.

Domains: SaaS | Marketing

Project Role: UI/UX Designer

- Responsibilities:**
- Led user research and competitive analysis to inform website design
 - Reorganized information architecture to improve content clarity and structure
 - Built reusable content components
 - Structured service and feature presentation
 - Designed responsive page templates using a mobile-first approach to ensure usability across devices
 - Ensured visual consistency across the website
 - Delivered pixel-perfect UI for development handoff

Tools & Technologies: Figma, Figma Variables & Components, Auto Layout, Responsive Design, User Research, Competitive Analysis.

ECommerce Platform with Advanced Admin Tools & Loyalty System

Project Description: The project is a multilingual eCommerce platform for a German confectionery brand specializing in candies and branded accessories. The goal was to migrate the old store to a modern CMS with improved UX, dynamic cart updates, flexible promotions, multilingual

support, and extended admin capabilities. The platform enables seamless order handling, product filtering, loyalty programs, and integrations with multiple payment systems.

eCommerce | Food Delivery | Retail

UX/UI Designer

Domains:
Project Role:
Responsibilities:

- Executed user research and competitive analysis to optimize customer flows
- Redesigned customer journey from catalog to checkout
- Optimized product filtering and cart interactions
- Designed loyalty system interfaces and promotional logic
- Created multilingual UI layouts
- Ensured seamless experience across devices using responsive design principles
- Built admin panel interfaces for product and promotion management
- Validated checkout usability through testing scenarios
- Collaborated closely with developers during implementation

Tools & Technologies:

Figma, Prototyping, Component Libraries, Responsive Design, User Research, Competitive Analysis.

Project Description:

Corporate Website for IT Outsourcing & Outstaffing Company

The project involved developing a large-scale corporate website for an IT outsourcing and outstaffing company with a complex, multi-level structure and a large number of informational pages. The website included detailed service descriptions, industry expertise sections, case studies, and employee profile cards. A key requirement was to present extensive content in a clear, well-structured, and visually engaging way using animations and interactive elements. The system was designed with flexible content management, enabling managers to easily create and update pages, profiles, and case studies without developer involvement. The website architecture was also prepared for future integration with external automation tools and AI-driven services.

Domains:
Project Role:
Responsibilities:

Web development

UX/UI Designer

- Organized user research and competitive analysis to guide content structure
- Designed scalable information architecture for multi-level navigation
- Structured large volumes of content into digestible layouts
- Created interactive UI elements and animation concepts
- Designed case study templates and employee profile components
- Developed CMS-friendly design patterns
- Ensured responsiveness across all devices using responsive design principles
- Collaborated closely with developers during implementation

Tools & Technologies:

Figma, Prototyping, Auto Layout, Component System, Responsive Design, User Research, Competitive Analysis.

Project Description:

ECommerce Website UX Optimization & Infrastructure Migration

Ongoing support and optimization of a content-driven website in the home decor niche for the Canadian market. The project involved UX and UI improvements, structural optimization, and interface refinements during infrastructure stabilization and system consolidation.




Domains:
Project Role:
Responsibilities:

E-commerce | Home & Living

UX/UI Designer

- Applied user research and competitive analysis to inform UX improvements
- Conducted UX audit of the existing website structure and user flows
- Improved navigation logic and information hierarchy for service pages and blog content
- Redesigned lead generation forms to improve clarity and conversion flow

Tools & Technologies:	<ul style="list-style-type: none">▪ Optimized UI patterns for trust-building elements (SSL visibility, security indicators, credibility blocks)▪ Designed staging validation flows to ensure consistency before production release▪ Collaborated with developers during CI/CD implementation to maintain UI integrity▪ Structured reusable layout components for easier content management▪ Improved mobile responsiveness and accessibility using responsive design principles▪ Assisted in redesigning the mailer interface for clearer user interaction and confirmation states▪ Validated usability after server consolidation and DNS migration▪ Collaborated closely with developers during implementation <p>Figma, Wireframing, Prototyping, UX Audit, Responsive Design, Component-Based Layouts, Mobile-First Approach, User Research, Competitive Analysis.</p>
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Certificates	<p>UI/UX Design Beetroot Academy</p>  <p>INT20H Hackathon in UX/UI Design BEST Kyiv</p>  <p>Future Simple Hack EdTech Certificate Ministry of Digital Transformation of Ukraine / DEV Challenge</p> 
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Education	<p>Bachelor of Industrial Design, Printing and Publishing Lviv Polytechnic National University</p>
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Languages	<p>English: Upper-Intermediate Ukrainian: Native</p>
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