

Sofiia F.

UX/UI & Product Designer

Overview

Years of experience : 4+
Availability : Full-time
Languages: English, Ukrainian, Russian
Location: Poland

Tech Stack

Figma, Sketch, User-Centered Design, Interaction Design, Wireframing, Prototyping, Usability Testing, A/B Testing, User Research, Persona Development, Accessibility, Google Analytics, Design Systems, Responsive Web & Mobile UI

Skills

Design & Product Thinking

- Interviews, Surveys, Usability Testing, Card Sorting, A/B Testing, Eye Tracking, Diary Studies, Accessibility Testing, Heatmaps Analytics, Persona Development, User Journey Maps

Tools & Workflow

- Figma, Sketch, Hotjar, Google Analytics
- User-Centered Design, Design Thinking, User Stories, Defining User Problems, UX Research, Usability Testing

Soft Skills

- Adaptability
- Empathy
- Multitasking
- Teamwork
- Time management
- Problem-solving

Experience

Experienced UI/UX and Product Designer with 4+ years in designing mobile and web applications. Led product design efforts at Roomful and Awesomic, enhancing usability, engagement, and conversion through research-backed design solutions. Strong in UX research, design systems, and collaboration with cross-functional teams.

Projects

Project 1

UX RESEARCH, COMPETITIVE ANALYSIS, DESIGN SYSTEM, UX AUDIT, HOTJAR, GA

- Led UX research, usability testing, and competitor analysis to inform design strategy.
- Redesigned interfaces for better usability and consistency.
- Created user flows, wireframes, prototypes, and high-fidelity UIs to streamline delivery.
- Built scalable design system with devs and PMs.
- Increased engagement by 12–18% via improved flows.
- Cut user friction by 40% via usability fixes and A/B testing.
- Conducted 50+ usability tests, card sorts, and surveys.
- Integrated insights from Hotjar, GA, and accessibility audits to drive inclusive design.
- Delivered responsive, high-fidelity UIs across platforms.
- Accelerated iteration by 20% via cross-team collaboration.

Project 2

DESIGN SYSTEM, UX RESEARCH

- Delivered 20+ web/mobile apps with complex dashboards.
- Built scalable design systems and reusable components.
- Resolved key issues in accessibility, responsiveness, and usability.
- Conducted UX research: interviews, surveys, and A/B testing.
- Applied eye tracking, diary studies, and field research.
- Applied heatmaps, competitor analysis, and cognitive walkthroughs to guide design.
- Collaborated cross-functionally with PMs, engineers, and stakeholders.

Project 3

UX & MARKET RESEARCH, DESIGN SYSTEM, USABILITY TESTING, A/B TESTING

- Conducted user and market research to guide design decisions.
- Created wireframes, prototypes, and hi-fi UIs using Figma, Sketch.
- Designed responsive, accessible web and mobile interfaces.
- Built and maintained scalable design systems.
- Collaborated with PMs, developers, and business teams.
- Performed usability and A/B testing to validate designs.

Project 4

UX & MARKET RESEARCH, USABILITY TESTING

- Conducted research to uncover user pain points and opportunities.
- Designed user flows, wireframes, prototypes, and scalable UIs.
- Led usability testing and iterative improvements.
- Maintained design documentation and guidelines.
- Presented design rationale to stakeholders and teams.