

KSENIA ULIZKO

Product designer

I'm a dynamic and creative designer fueled by a passion for innovative User Experience. Drawing inspiration from my surroundings, I continuously explore new ideas and concepts. I have a strong commitment to learning and growth, and I thrive in fast-paced environments, embracing challenges as opportunities for development. I'm a quick learner, dedicated, and hardworking, always eager to expand my knowledge and skills as my career progresses. Additionally, I excel at collaborating with cross-functional teams to create intuitive and engaging user experiences.

TOOLS

Figma, Adobe XD, Zeplin, Illustrator, Photoshop, After Effects, Indesign, Wix Webflow, ChatGPT, Basic HTML&CSS.

SDL: Google Analytics, Adobe Analytics.

SKILLS

User Research, User Interface, Prototyping, Design Systems, Design Thinking, Problem Solving, Analytical Skills, Usability Testing, Full - Scale Design, Visual Design, Design Strategy, Attention to detail, Problem solving, Agile methodology, Presentation.

EDUCATION

2023-2024 | **Characterization course for complex systems**, Dr. Ofer Moner, Israel

2016-2020 | **BA in Visual Communication** Holon institute of Technology, Israel

2012-2013 | **Graphic Design Course** College of Technology, Israel

2008-2012 | **Interior Design** College of Technology, Russia

LANGUAGES

Hebrew - Fluent

English - Intermediate

Russian - Native

MILITARY SERVICE

2014-2016 | **Technical drawing, Navy** Preparing technical and engineering drawings using NX8 software

EXPERIENCE

Oct 2023 - Present | Ksenia Ulizko

Freelance UX/UI and Brand Designer

- Developed and maintained UX/UI processes for complex systems and websites ,encompassing research, wireframing, prototyping, best practices and pixel-perfect design.
- Transformed user ideas into conceptual solutions, clarified and reframed complex problems, and created frameworks to solve them, consistently delivering clear and elegant outcomes.
- Led brand design and redesign efforts, aligning with the product's
- Created brand identities from scratch, meticulously crafted around the product's core values and target audience.

Aug 2022 - Oct 2023 | Blockstock

Product Designer

- Brainstormed and designed new features for an innovative B2B and B2C platform focusing on real estate investments.
- Translated concepts into production, emphasizing user experience through A/B tests and real results.
- Collaborated with stakeholders to understand detailed requirements and crafted end-to-end user experience aligned with both needs and vision.
- Developed a corporate identity from scratch, meticulously crafted based on core values and target audience.

Nov 2021 - Jun 2022 | Deeb

Product Designer

- Designed interaction flows and visual solutions for a marketplace startup, B2B and B2C platform revolutionizing employment processes.
- Collaborated closely with front-end and back-end developers to create simple and quick prototypes.
- Provided UX wireframes, design system, QA for development.
- Worked with product managers to address special UI and UX challenges.
- Conducted A/B tests and analyzed real results to focus on user experience.

Apr 2020 - Nov 2021 | FINE LINE

UX/UI and Brand Designer

- Spearheaded the development and maintenance of the UX/UI website process, which involved conducting research, creating wireframes and prototypes, implementing best practices, and ensuring pixel-perfect design.
- Transformed user ideas into conceptual solutions, clarified and reformulated complex problems, and established the framework for solving them, all the while delivering clear and elegant solutions.
- Undertook brand design and redesign initiatives, aligning them with the core values and target audience of the product.