Karina Demianenko

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Product Designer

With almost 7 years of experience in UX/UI design, I have successfully conducted research, created mock-ups, and validated design decisions, resulting in improved user experience. In just a few months, I enhanced collaboration and communication, leading to a 20% increase in product efficiency.

WORK EXPERIENCE

Avenga • Remote • Jul 2022 - Present

Avenga is a global IT and digital transformation company with expertise in custom software development, IT consulting, and digital solutions. They serve various industries, including healthcare, financial services, and automotive, providing tailored services to drive innovation and digital excellence.

Product Designer

- Cross-Functional Collaboration, ensuring alignment of design solutions with business goals.
- Developed the auto-renewal journey, achieving a 66% renewal rate for the subscription program.
- To meet customer needs, we implemented a strategy to conduct interviews, customer learning sessions, HotJar sessions, and research.
- Designed high-fidelity prototypes for quick iterations and stakeholder validation.
- Led a successful UX project for a subscription program, achieving over 3,000 new subscribers in a record-breaking week, a significant increase in the Plus Attachment Rate, and a 20% year-over-year growth in average orders per Plus customer.
- Redesigned Customer Care CRM for a global print-on-demand service, enhancing order management, client communication, and efficiency based on agent insights. Demonstrated strong problem-solving skills throughout the project

GlobalLogic • Ukraine • Sep 2020 - Jul 2022
UX/UI Designer • Full-time

- Led a project to enhance digital solutions for healthcare professionals' collaboration and communication at a medical technology company specializing in implants. This system improved coordination among doctors, engineers, and other stakeholders involved in implant creation. The project involved complex tasks and decision-making
- Primary Research: Conducted in-depth user research to gather critical insights for design decisions.
- Prototyping: Created mock-ups and clickable prototypes to visualize and refine design concepts.

- Testing and Validation: Tested and validated design decisions to ensure they met user needs and business goals.
- Design Demo Sessions: Led design demo sessions to present and iterate on design ideas with stakeholders.
- Documentation: Wrote comprehensive design documentation to guide development and maintain consistency.

IdeaSoft.io · Ukraine · Dec 2017 - Sep 2020
UX/UI Designer · Full-time

- Worked on the successful UX design of an all-in-one CRM tool for Amazon sellers, significantly enhancing operational efficiency and sales performance.
- Led the UX design for the Eco Platform, leveraging blockchain technology to incentivize global recycling efforts.
- Graphic Design Expertise: Created high-quality graphic design comps to support visual design initiatives.
- Led the design of an ERP system for a Canadian Virtual Reality Service, covering HR, time tracking, booking, promotional codes, finance, and user management. Designed service websites, booking platforms, touch panels, and responsive layouts, vastly improving efficiency and user experience.
- Contributed to the successful UX design of Israel's largest auto parts marketplace, enhancing user experience and operational efficiency. The platform now offers over 5 million parts and features for creating and customizing personal stores, significantly boosting sales and user satisfaction.
- I led the UX design for a blockchain-based service using physical gold and silver to back a peer-to-peer electronic money system in the crypto world.

EDUCATION

UX/UI Design
IT School A-Level • GPA: 97 • Jan 2017 - Dec 2017

CERTIFICATIONS

Emotional design - How to make products people will love
Interaction Design Foundation (IxDF)

SKILLS

- **Design Tools :** Adobe Illustrator, Adobe Photoshop, Canva, Figma, Hotjar, Jira, Marvel, Principle, Sketch, UserTesting, Zeplin
- **Collaboration:** Agile Methodologies, Cross-functional Teams, Design Workshops, Functional specifications, Knowledge Sharing, Scrum

- **Design skills:** A/B Testing, Brand and Identity Design, Color Theory, Competitor analysis, Design Thinking, Design Workshop Planning and Facilitation, Graphic and Visual Design, Heuristic Evaluation, HotJar and User Feedback Analysis, HotJar and User Feedback Analysis, Information Architecture, Mobile App Design, Persona creation, Prototyping and Wireframing, Responsive design, Responsive Design, Secondary Research, Typography, Usability Testing, User Flows, User Interface Design (UI Design), User Interview, User Research, UX Presentations, UX Research & Design Presentation, UX Writing

- **Languages:** English (Fluent), German (Beginner), Ukrainian (Native)