

# Yuliya Ustimenko *Product Designer | Dashboards, Data Visualization & Design Systems*

✉ yuliya.ustimenko02@gmail.com

🌐 <https://yulia-uiux.design/>

## Profile

---

Product Designer with 3+ years designing SaaS and startup products end-to-end, from product discovery and user research to developer handoff. Strong visual design skills, expertise in design systems, front-end development knowledge, and AI-powered design workflows.

## Professional Experience

---

**FREELANCE**, Product Designer

03/2025 – 03/2026 | Remote

Designed end-to-end digital products for **developer tools**, **SaaS**, and **e-commerce** clients.

- Accelerated design velocity by integrating **Claude** into the workflow for rapid prototyping, research synthesis, and design-to-code handoff - **reducing iteration cycles by 40%** and **reallocating 5+ hours/week** toward high-impact strategic work
- Led full design lifecycles across multiple client engagements - from **user research** and **wireframing** to **prototyping** and **developer handoff** - maintaining brand alignment and technical feasibility throughout
- Partnered directly with clients to translate business requirements into scalable design systems and reusable component libraries, **cutting new-feature design time by 30%** and ensuring consistency across web and mobile platforms

**INVESTURE**, Product Designer

01/2024 – 02/2025 | Remote

Co-designed a **fintech/edtech** platform from **0 to 1** with a full-stack developer, shipping learning modules, trading simulations, and portfolio analytics to **3,000+ users** in month one.

- Redesigned the onboarding and learning-to-practice flow to **reduce an 88% drop-off**, using user research, a platform audit, and competitor analysis to identify root causes and inform a 3-tier system tailored to distinct user mental models - validated through usability testing.
- Designed and shipped **80+ product pages**, translating product requirements into wireframes and dev-ready prototypes in close collaboration with engineers.
- Built a scalable **design system** to maintain brand and UX consistency across the platform as new features shipped, using **Claude** to speed up iteration on flows, copy, and design variations during fast design cycles.
- Designed an admin dashboard that **cut content-update time by 40%**, giving the team visibility into user activity and a faster path to acting on platform data.

**CRATCH**, Visual Designer

01/2023 – 02/2024 | Remote

Collaborated with lead developer to modernize **100+ UI components** of a Web3 Dapp, ensuring compliance with **WCAG 2.1** standards, resulting in improved audit scores by 25% and enhanced usability for screen reader users through iterative testing and developer feedback.

- Created a **design system** with **50+ reusable components**, **reducing** design delivery time by **30%** and feature development cycles by **25%**, enabling **15%** faster product launches.
- **Led mobile app design** from wireframes to high-fidelity prototypes.
- Designed **40+ pages** between the website and mobile app.

**INDEPENDENT STUDY**, UI/UX & Front-End Development

02/2022 – 01/2023 | Remote

- Strengthened front-end development skills (HTML, CSS, JavaScript, React, Chakra UI, Styled Components) to better collaborate with engineers and design within real technical constraints.
- Built personal UI/UX projects to practice end-to-end design - research, wireframing, prototyping, and interface design - outside of client work.
- Studied design systems and component-based design thinking, laying the foundation for later work building reusable component libraries.

**ACCENTURE**, UI/UX Designer Intern

11/2021 – 02/2022 | Rostov-on-Don

Collaborated with a team of 3 designers to deliver accessible web interfaces aligned with client goals.

- Conducted **user research** and synthesized insights into actionable design improvements.
- Produced user flows and **high-fidelity prototypes** using an established **design system**.
- Contributed to **cross-functional design reviews**, helping refine user flows and improve interface consistency across multiple web projects.

## Skills

---

**Product Design:** UX research, Prototyping, Interface design, Design systems, Design thinking, Figma, Product strategy, UX design, Wireframing, User-centered design, Illustration, Heuristic evaluation, Accessibility (WCAG), Design QA, Usability testing, Jobs-to-be-Done, User interviews,

**Front-end Web Development:** HTML, CSS, JavaScript, React, Chakra UI, Styled Components, REST APIs

**Soft Skills:** Cross-functional collaboration, Stakeholder management, Critical thinking, Adaptability, Ownership, Agile

**AI:** AI-powered design workflows, Prompt engineering, Rapid AI prototyping, Cursor, Claude, Lovable

## Education

---

**Bachelor's Degree in International Economics & Business**, Rostov State University

4.9/5.0 GPA