Zlata Arkushenko

UX/UI Designer

Ukraine · Remote Only

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PROFESSIONAL SUMMARY

UX/UI designer with commercial experience designing mobile apps, web portals and e-commerce interfaces, from competitor research and user flows to developer handoff. My work includes a digital business card app and web portal implemented from my designs, alongside social media strategies and content plans for two products.

WORK EXPERIENCE

UX/UI Designer | Commercial Projects — February – September 2026

MyName'S — Mobile & Web SaaS — February – July 2026

- Designed the mobile app and web portal: card customization with live preview, profile editing, analytics views, plans and upgrade flows, trial and promo codes.
- Conducted competitor research that informed the client-approved shift from contact management toward customizable digital business cards.
- Handed off the Figma designs and checked the built app together with the developer.
- Refined the designs based on client and developer feedback, including tester feedback relayed by the client.
- Wrote the marketing and communication strategy: audience segments, proposed channels (TikTok, Instagram, Facebook) and content directions.

Capsa Flex — E-commerce Website & Social Media Strategy — August – September 2026

- Designed the desktop and mobile experience of a four-product sports cosmetics store: product range, product modal with add-ons, cart, checkout and order confirmation, and handed the designs off to development.
- Structured product information around usage scenarios and adapted the designs as requirements and product content evolved.
- Wrote the social media strategy for Instagram and Facebook: a review of six competitors, audience hypotheses, product positioning, buyer-journey stages and four content pillars.

PERSONAL PROJECT

NOIRWAVE — Festival Planner — Independent iOS concept

Designed an app concept for planning a festival schedule around overlapping sets and walking time between stages: product rules, user flow, lineup filters, a conflict sheet with preset and custom split times, and the resulting schedule in high-fidelity screens. Not launched or user-tested.

SKILLS

UX/UI	User Flows, Information Architecture, Wireframing, Prototyping, Responsive Design, Interaction States, Components, Auto Layout
Research	Competitive Analysis, CJM
Marketing / SMM	Social Media Strategy, Content Planning, Audience Segmentation, Positioning & Messaging
Collaboration	Developer Handoff, Client Communication, Problem-solving, Adapting to Changing Requirements
Tools	Figma, Canva · ChatGPT and Claude (research support, ideation, workflow assistance)

COURSES & CERTIFICATIONS

Creative Practice — UX/UI Design Courses — 2025–2026

DAN.IT Education — SMM Course, 96 academic hours — 2026

LANGUAGES

Ukrainian — Native · **English** — B2 (Upper-Intermediate)