

Anastasiia Skalozub

Product Designer

Warsaw, Poland



Contacts

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Education

Accountable

2023 - HIPAA compliance

Projector institute

2023 - JavaScript

2023 - Front-end Beginning

2021 - Smart interface
design patterns

2021 - UX writing

2020 - Generative graphics

2019 - UI animation

2019 - UX basic

Meat studies

2018 - Web design

School of visual communications

2017 - Typography

2016 - Graphic design. PRO

Kyiv national university of technology and design

2014 - 2017 - Graphic design
(Bachelor's degree)

Kyiv industrial technical college

2010 - 2014 - Ceramic arts

2014 - Photography

Experience

YourCoach.Health - UX designer

June 2022 - Nov 2023

- I spearheaded the design of innovative features for the company's flagship product and B2B platform, leveraging Mixpanel data for informed decision-making.
 - I collaborated closely with cross-functional teams and a UX researcher to drive a strategic shift. Introduced comprehensive Deep Dive reports on crucial Health Coaching topics, refined the product catalog, and developed dedicated pages for enhanced engagement. These reports became integral to business processes and investor communications.
 - As an essential part of the user experience improvement, I revitalized the logic and design of Mailchimp e-mail newsletters, strategically increasing site traffic and enhancing page effectiveness metrics.
 - I produced a compelling video for app stores, significantly elevating the product's image and positively impacting application downloads.
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MEGOGO - UX designer

June 2021 - June 2022

- I designed dynamic pages and interfaces across various platforms, including web, mobile, and Smart TV.
- I orchestrated development and maintenance of the product design system, ensuring meticulous documentation, components, and guide organization.
- Led extensive research efforts utilizing quantitative and qualitative methods, providing deeper insights into user needs.
- Conducted A/B tests with tools like Google Optimize, enhancing the overall user experience.
- I collaborated seamlessly with developers and analysts to analyze and optimize website performance.
- I authored and refined UX copy for a cohesive, distinctive tone across interface designs.

Languages

- English
- Ukrainian
- Polish
- Italian

Experience

Appflame (Genesis) - UI/UX and Marketing designer

Aug 2018 - June 2021

- Designed in-house web applications that significantly streamlined marketing and moderation activities.
 - Created impactful UI animations and illustrations for apps like Hily, Taimi, and Zodianic.
 - Developed web funnels and in-app quizzes to test marketing hypotheses and gain valuable audience insights.
 - I produced compelling promotional videos for the App Store and Play Market.
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ART Nation - Marketing designer

Feb 2018 - Aug 2018

- Designed engaging landing pages using constructors like Readymag.
 - Spearheaded identity development for ART Nation and popular Ukrainian brands such as Gus, Gapchinska, and Prima Maria.
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Yarche agency - Web and graphic designer

Mar 2017 - Feb 2018

- Designed impactful websites for agency products and services, collaborating on client projects.
 - Initiated and actively contributed to design team brainstorming sessions.
 - Developed brand identities and illustrations for diverse clients.
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Marco Pharm - Web and graphic designer

Aug 2015 - Dec 2015

- Established the company's social media design and visual style.
- Produced visually appealing content for the company's website and designed printed promotional items and brochures.
- Prepared materials for printing.