Lina Lysenko

Product Designer | UI/UX Design, B2B, B2C, SaaS

CONTACT

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PORTFOILO

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Password upon request

HARD SKILLS

- Design Thinking
- User Research & Testing
- Visual Design: layout, typography, color theory
- Animation in After Effects, Prototyping in Figma
- Design Systems & Style Guides

SOFT SKILLS

- Data-driven decision making
- Taking initiative
- Cross-functional collaboration
- Effective communication
- Continuous learning
- Innovative mindset

SUMMARY

Experienced Product Designer with 10 years of expertise in UX research and end-to-end design for cross-platform applications. Proven track record in launching successful products, improving user onboarding and satisfaction, and driving business growth through data-driven design solutions.

APPROACH

- Validate hypothesis through user testing, qualitative research(surveys), and a/b testing
- Driving product growth through experimentation and conversion optimization
- Improving retention by improving investment/reward loops and designing new features
- Improving feature adoption rate
- Closely collaborate with a cross-functional team, design team, different stakeholders and lead cross-team initiatives
- Maintaining design systems, contributing improvements and new components
- Set up and improved design processes such as user testing, interviews, ideation sessions, etc.

EXPERIENCE

ShortPoint, Product Designer   04/2020 - Present

ShortPoint is a no-code design tool that enables organizations to build and customize intranet sites on Microsoft SharePoint and Office 365.

- Improved the product onboarding process, resulting in a 20% increase in new user acquisition.
- Designed features that enhanced Customer Satisfaction Score by 15%.
- Revamped website home page, resulting in a 28% increase in conversion rates and new customer acquisition.

CERTIFICATIONS

- Product Psychology
  (Growth Design, 2024)
- UX Design Medium
  (Projector Institute, 2023)
- UI Patterns
  (Projector Institute, 2020)

- Implemented UX research practices and a structured design process, resulting in a 18% increase in revenue and contributing to overall business growth.
- Led user interviews and usability testing, which offered critical input for product improvements and helped align the design with user expectations.

Agilie, Senior Designer   07/2014 - 05/2020

Agilie is an international company specializing in mobile app and web development, delivering high-quality digital products across various industries.

- Designed a mobile application from scratch, which was featured in the App Store and achieved rapid growth, (50k+ downloads).
- Developed the MVP and website for a crypto company, which played a key role in securing $4 million in investments, and becoming the first crypto provider accepted into the Mastercard Accelerate program.
- Crafted a large-scale taxi application, developing versions for customers and drivers. The service is now among the top three taxi platforms in Ukraine.

AppCamel, UI/UX Designer   01/2013 - 01/2014

AppCamel was a startup based in Sydney, Australia, focused on developing innovative mobile applications and digital solutions.

- Designed an application from scratch and successfully launched it on the App Store.
- Created 150+ wireframes.
- Introduced enhancements that boosted user growth and customer retention, contributing to the platform's success.
- Led a team of three designers, providing guidance and feedback.

EDUCATION

Bachelor's degree   2008 - 2014

Kharkiv State Academy of Design and Arts - Kharkiv, Ukraine

Multimedia Design

I studied web design, animation, marketing fundamentals, interactive design, drawing, and painting. Developed strong artistic and technical skills applicable to multimedia and digital product design.