KATERYNA PEREIMYBIDA

PRODUCT DESIGNER

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WORK EXPERIENCE

- **PRODUCT DESIGNER / LIFESUM**

  MAR 2025 — NOWADAYS

  Owned end-to-end product design for an established mobile app with millions of users, balancing innovation with legacy constraints and existing user expectations.
  Conducted user research including surveys, interviews and desk research to inform design decisions. Led in-depth design explorations, iterating on multiple concepts while ensuring compatibility with the existing product. Re-build the design system, creating a scalable foundation that will ensure consistency of the app in the future. Used AI tools to create prototypes to validate hypotheses and accelerate decision-making. Collaborated closely with developers and product stakeholders.

- **PRODUCT DESIGNER / LYKON**

  JUN 2022 — MAR 2025

  My primary focus is on the mobile app, I work in a fast-paced startup environment.
  Improved CSAT by optimising the core feature based on users' feedback, reduced amount of customer support tickets.
  To ensure a user-centric design approach, I planned and conducted in-depth user interviews, usability testing, and surveys. I conducted thorough desk research, analyzing quantitative data and researching competitors. I created a design system and UI design of the app with the new brand guidelines. Prioritised feature development based on research findings.
  Worked on feature development closely with developers and product team. Facilitated workshops with cross-functional teams when there was a need.

- **UI/UX DESIGNER / CIEDEN**

  SEP 2021 — AUG 2024

  I have created high-fidelity prototypes for companies across various industries, including telephony, healthcare, and human resources management. I've worked both as part of a design team, collaborating closely with Project Managers and Business Analysts, and as a solo in-house designer for multiple products. My expertise spans the entire design process, from initial research and conceptualization to wireframing at both high and low fidelity levels. I'm also skilled in design system setup and maintenance, workshop facilitation, rapid prototyping, and the creation of detailed documentation. I maintain clear and effective communication with developers to ensure that designs are implemented as envisioned.

- **UI/UX DESIGNER / VOICENTER**

  MAR 2020 — SEP 2021

  Worked for IP-telephony enterprise that have a wide range of products: various SaaS systems, browser extensions and applications. My tasks included researching competitors, creating user-friendly pathways, designing complex screens for both desktop and mobile, I also built prototypes and wrote easy-to-understand technical documentation. Created a design system, which accommodated different themes and customization of the platform. Created custom icons and icon font. Closely collaborated with developers to ensure a smooth execution of the designs.

EDUCATION

- **MARKETING / BACHELOR**

  LVIV POLYTECHNIC NATIONAL UNIVERSITY

- **PRODUCT DESIGN**

  SKVOT

- **UX WRITING**

  SKVOT

- **MOBILE DESIGN**

  PROJECTOR

- **UI/UX DESIGN**

  MATE ACADEMY