

Mykhailo Larionov

UX/UI Designer

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Professional Experience

UX/UI Designer

Feb 2021 - Present

Freelance

Ukraine

- Collaborated with clients on a per-project basis to deliver visually stunning and engaging user interfaces for websites and mobile apps.
- Conducted in-depth analysis and research of user behaviors, resulting in an 18% increase in user engagement on completed projects.
- Created low- and high-fidelity wireframes and prototypes using advanced design tools like Figma and Adobe Photoshop.
- Implemented responsive and interactive user interfaces in adherence to branding guidelines and design systems, resulting in a 22% increase in overall user satisfaction.
- Conducted extensive usability testing and gathered feedback, leading to design iterations that increased overall user satisfaction by more than 20%.

Web Designer

Nov 2018 - Feb 2021

Freelance

Ukraine

- Designed and customized websites, capturing unique client needs and brand identities.
- Developed responsive and user-focused interfaces using HTML and CSS that adhered to the latest web standards.
- Employed cutting-edge web design principles, such as UI/UX design, typography, and color theory, resulting in visually stunning and impactful websites.
- Maintained and updated existing websites to ensure they remained fully operational and up-to-date.
- Demonstrated proficiency in utilizing multiple platforms, including WordPress, Wix, and WebFlow, to deliver exceptional web design services.

Head of Marketing

Apr 2013 - Feb 2022

Industrial Building Group LLC

Ukraine, Kharkiv

- Led development and execution of effective marketing strategies that increased brand awareness and drove lead generation for the company's offerings.
- Managed the company's website and digital marketing campaigns with precision.
- Conducted extensive market research and analysis to identify customer needs and behaviors, providing valuable insights that informed product development, leading to a 73% bid win rate.
- Coordinated efforts across cross-functional teams, including sales and product development, to ensure all marketing activities aligned with the company's overall business objectives.

Education

Beetroot Academy - IT Generation

Oct 2022 - Apr 2023

UX/UI Design

Kharkiv National University of Economics (S. Kuznets KNUE)

Faculty of Information Technologies, Master's degree

Skills & Tools

- User research and analysis
 - Wireframing and prototyping
 - Interaction design
 - Visual design
 - Usability testing
 - Material Design
 - Human Interface Guidelines
- Figma
 - Adobe Creative Cloud
 - HTML5 & CSS3
 - Miro & MindMeister
 - Maze
 - WordPress, Wix & WebFlow
 - SQL & Python

Certifications

Foundations of User Experience (UX) Design

by Google

Principles of UX/UI Design

by Meta

Basic Principles of Design

by Adobe & IBM

Enterprise Design Thinking Practitioner

by IBM

WordPress Create Your Own Website Elementor

by Udemy

HTML5 & CSS3 Starter

by ITVDN

Languages

Ukrainian – native proficiency.
English – C1 Advanced.
Russian – trying to forget.

Soft skills

- Applied critical thinking skills to analyze complex information and solve problems.
- Collaborated effectively with colleagues and stakeholders to achieve goals.
- Adapted quickly to new tasks and environments while maintaining a sharp focus on attention to detail.