

KATERYNA LOI

UI/UX Designer

+358 449 462 061

kate.loy97@gmail.com

Saukonpaadenranta 20 B 36
Helsinki, 00180 Finland

PROFILE

My portfolio

[Behance](#) [Dribbble](#) [Linkedin](#)

My point of view, and a few thoughts on design:

I care about the details and believe that UI/UX Design helps the user to interact with the product in a pleasant and efficient way. I like prototyping - it helps me think through interaction models and new possibilities.

I like hiking, music, books. All this helps me to know the world better and bring something new and beautiful to it.

SKILLS

I am good at interacting with people and working in a team. I have experience with marketing research and client profiles.

Software

Illustrator

Figma

Photoshop

Languages

English

Russian

Ukrainian

Others

Graphic Design

Marketing Analytics

Marketing Researcher

Design

Design Research

Design Strategy

User Interface

User Interviews

Persona

Prototyping

Scenario Design

Storytelling

Wireframing

WORK EXPERIENCE

Freelance

2018 - present

Copywriter | Graphic Designer | Market Research Specialist

Dim Posudu

Jul 2021 - Feb 2022

Trade Marketing Specialist

- Research of the target audience, competitors, current trends in the market.
- Creation of briefs and technical tasks for designers, event agencies, company employees.
- Tracking key metrics and developing spreadsheets and data models.
- Analyzing data from previous and current marketing campaigns to improve future results.

Stol&Stul

Feb 2021 - Jul 2021

Advertising Manager

- Planning and preparing promotional materials to increase sales of products or services and work with clients, company officials and advertising agencies.
- Working with designers and motion designers: setting goals, preparing references, participating in the development process, agreeing on final works.
- Checking layouts and advertising materials, as well as editing scripts, audio and video recordings in accordance with the tasks.

More Piva

Feb 2019 - Feb 2021

Market Research Specialist

- Collection of data on key competitors. Creation of a client profile.
- Use of various marketing research methods: field, desk, regular and repeated studies, surveys, experiments
- Monitoring marketing and sales trends to generate forecasts and measure effectiveness of company performance.
- Assigning tasks to designers and copywriters.

EDUCATION

Kyiv National Economic University, Ukraine

'14 - '18

Bachelor of Marketing

Hillel IT Scholl, Ukraine

'22

Web design Basic