

Nataliia Melinyshyn

UX/UI Designer

As a UX/UI Designer, I have a strong attention to detail and am committed to creating high-quality designs that meet user needs and business goals.

One of my strengths is my ability to receive negative feedback with an open mind and use it as an opportunity to learn and grow.

I am dedicated to staying up-to-date with the latest design trends and technologies, and am always looking for new ways to improve my skills and push my boundaries. With my attention to detail and willingness to learn, I am confident that I can make a positive impact on any design project I work on.

WORK EXPERIENCE

Maggomedia

AdOps Assistant | 03.2022 - Present

- Search and set up advertising campaigns on third-party tracking platforms
- Qualification, launching, verification campaigns, and communicating them to the team
- Daily reporting of launched campaigns
- Perform tests on external tools
- Assist in the day-to-day administrative operations of the Operations team
- Prepare reports, update dashboards, and track progress of all campaigns

CONTACT

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PORTFOLIO

SKILLS

- User research
- Information Architecture
- Mind Mapping
- SWOT Analysis
- Competitive Analysis
- Empathy Maps
- User Personas
- Customer Journey Map
- User Flow
- UX Sketching
- Wireframing
- Prototyping
- Figma
- Mockuping
- A/B Testing
- Usability Testing

EDUCATION

Ivano-Frankivsk National
Technical University of Oil and
Gas

B.A. in Accounting

2017-2021

Beetroot Academy

UX/UI Designer | 07.2022 - 12.2022

- Using design thinking and mapping techniques to generate ideas and conceptualise design solutions
- Creating information architecture and user experience diagrams to ensure a seamless and intuitive user experience
- Conducting SWOT and competitive analysis to identify opportunities and gaps in the market, as well as creating empathy maps and user personas to better understand user needs and behaviour
- Mapping user journeys and touch points by creating customer journey maps
- Creating high-fidelity mockups, prototypes and wireframes using design software such as Sketch, Figma to visualise and communicate design ideas
- Conducted A/B testing to determine the most effective design solutions to optimise the design to engage users and increase conversions
- Learnt about building a design system to ensure consistency and scalability of UI elements and components, and easier collaboration with cross-functional teams and streamlined the design process
- Ensuring the accessibility of interface design and compliance with relevant accessibility standards

CERTIFICATIONS

Beetroot Academy
UX/UI Designer
2022

PASSIONS

- Books
- Jumping rope
- Morning walks