

# Valentina Golovatskaia

Product Designer | UI/UX & Visual Design Professional ✨

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## About Me

Results-driven UX/UI Designer with over 7 years of experience crafting intuitive and visually appealing digital products across diverse industries such as fintech, beauty, job seeking, insurance, and outsourcing. Skilled in user research, wireframing, prototyping, and design implementation using tools like Figma, Photoshop, Illustrator, and Procreate. Adept at translating user needs into seamless experiences that drive engagement and business growth. Proven ability to collaborate cross-functionally with developers, product managers, and stakeholders to deliver user-centric solutions within agile environments. Passionate about keeping up with the latest UI/UX trends and best practices. A creative problem-solver dedicated to enhancing user experiences through data-driven decisions and exceptional visual design skills.

## Work Experience

### UI / UX Designer

AWWCOR, Inc.

United States

May 2021 - Mar 2024

- Utilized Figma, Adobe XD for UI design layouts, wireframes, and design systems across desktop, tablet, and mobile platforms.
- Leveraged Dropbox for UX documentation, research results.
- Collaborated effectively using Slack and Monday for communication and task management.
- Excelled in User Interface Design for responsive website layouts adhering to UI/UX best practices.
- Conducted User Experience Design encompassing UX research, information architecture, and wireframing.
- Created engaging micro-interactions and animations for UI elements.

## Lead UX / UI designer

### YouWork Inc.

USA, New York

Jun 2019 - Oct 2020

- Designed UI for websites and apps using Figma and Sketch, enabling seamless developer handoff via Zeplin and Avocode.
- Spearheaded User Interface Design for redesigning products and developing new features.
- Conducted UX research, wireframing, and interactive prototyping for robust User Experience Design.
- Created compelling graphic designs for social media and TV advertising campaigns.
- Facilitated cross-functional collaboration through Slack, Trello, Zoom, and Skype.

## Lead UX / UI Designer

### WayToStart

Moscow, Russian Federation

Feb 2019 - Jun 2019

- Leveraged Figma for UI/UX design, wireframing, interactive prototypes, and responsive layouts.
- Documented project requirements using Dropbox, Google Docs, and Slides.

- Excelled in User Experience Design encompassing information architecture, interaction design, usability audits, UX research, UX writing, wireframes, prototypes, and documentation.
- Delivered visually appealing User Interface Design for e-commerce shops, web services, landing pages, and corporate websites, including UI kits, color theory, and typography.
- Reviewed junior designers' work, conducted client meetings, and coordinated with management teams.

## Web Designer

### Peller.Tech

Canada

Nov 2017 - Jan 2019

- Utilized Sketch and Figma for UI/UX design of apps and websites.
- Employed Adobe Photoshop and Illustrator for photo editing, illustrations, branding, and identity design.
- Delivered compelling User Interface Design for mobile app and website redesigns.
- Created visually striking graphic designs for logos, concepts, social media, and print materials.
- Contributed front-end development skills with HTML, CSS, JavaScript, and Gulp.

## Skills

User research and persona development

Wireframing and prototyping

Visual design and branding

Usability testing and iteration

Design systems and pattern libraries

Collaboration and communication

Figma

Adobe XD

Photoshop

Illustrator

Procreate

Responsive design

UI animation

Typography

Color theory

Information architecture

User-centered design

Agile methodologies

# Projects

## Valentina Golovatskaia Portfolio

Online

Personal portfolio website showcasing design projects, work experience, and skills. Minimalist design, convenient navigation, and detailed presentation of works.

- ✓ Modern minimalist design
- ✓ Responsive layout for all devices
- ✓ Optimized image loading
- ✓ Detailed project presentation

[View Project](#)

## UI/UX Design System

Project for AWWCOR, Inc.

Comprehensive design system for a fintech application: components, templates, typography, and color schemes. Ensures consistency and efficiency in interface development.

- ✓ Scalable component architecture
- ✓ WCAG accessibility compliance
- ✓ Detailed documentation
- ✓ Optimized process for designers and developers

[View Project](#)

## JobFinder Mobile App

Project for YouWork Inc.

Job search application design: intuitive interface, personalized recommendations, and one-click application process.

- ✓ 35% increase in application submission rate
- ✓ Intuitive navigation
- ✓ Personalized user experience
- ✓ High user ratings after redesign

[View Project](#)

## E-commerce Platform Redesign

Project for WayToStart

Complete redesign of a cosmetics online store: improved catalog navigation, optimized checkout process, and personalized recommendations.

- ✓ 28% increase in conversion rate
- ✓ 15% decrease in bounce rate
- ✓ Improved mobile experience
- ✓ Optimized path to purchase

[View Project](#)

## Insurance Web Service

Project for Peller.Tech

Interface design for an online insurance platform: transparent policy selection process, cost calculator, and personal account with claims management.

- ✓ Simplification of complex insurance selection process
- ✓ Intuitive data visualization

- ✓ Responsive design for all devices
- ✓ 42% increase in online policy sales

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## Education and Courses

### Concept Art Character Design

2023

Udemy

Character design techniques and workflows for concept art development

### Drawing And Painting On The iPad With Procreate

2022

Udemy

Digital art skills using the Procreate app on iPad

### Foundation of UX design

2021

Google

Core UX design principles and methodologies by Google's design team

### Logo Design In Adobe Illustrator - For Beginners & Beyond

2020

Udemy

Vector logo design techniques using Adobe Illustrator

## Master Digital Product Design: UX research & UI design

2019

Udemy

Comprehensive course on digital product design workflows

## Fashion Illustration - sketching

2018

Coursera

Techniques for fashion illustration and sketching

## The Ultimate Digital Painting Course - Beginner To Advanced

2017

Udemy

Digital painting techniques from fundamentals to advanced methods

# Recommendations

*Valentina is an exceptional UI/UX designer who brings both creativity and strategic thinking to every project. Her ability to translate complex user requirements into*

*intuitive interfaces is remarkable. She consistently delivered designs that not only looked beautiful but significantly improved our user engagement metrics. Her collaborative approach and clear communication made her an invaluable asset to our team.*

### **Alex Miller**

Product Manager  
AWWCOR, Inc.

*Working with Valentina was a game-changer for our product. Her deep understanding of user behavior and meticulous attention to detail transformed our application from functional to exceptional. She not only created visually stunning designs but also provided valuable insights that improved the overall user experience. Valentina consistently delivered work that exceeded our expectations and received overwhelmingly positive feedback from our users.*

### **Sarah Johnson**

CTO  
YouWork Inc.

*Valentina is one of the most talented UI/UX designers I've had the pleasure to work with. Her design thinking is both innovative and practical, creating experiences that are beautiful while meeting business objectives. Her ability to iterate quickly based on feedback and research findings made our projects move forward efficiently. Any team would be fortunate to have Valentina's expertise and creative vision.*

### **Dmitri Kuznetsov**

Creative Director  
WayToStart

*As a developer working closely with Valentina, I was consistently impressed by her consideration for implementation feasibility alongside design excellence. Her UI*



*designs were not only visually stunning but also thoughtfully structured for efficient development. She created detailed design systems and documentation that streamlined our workflow and ensured consistent implementation. Valentina's collaborative approach made her a joy to work with across departments.*

### Michael Chang

Frontend Team Lead  
Peller.Tech

## Contact Me



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LinkedIn



Portfolio Website

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