KATERYNA LEAVER

UX Designer

INFO

palykate@gmail.com
www.kleaver-design.com

EDUCATION

Master in Business and Managerial Economics, Chernigiv State Technological University, Ukraine 2002-2007

SKILLS

- Analytical thinking
- Detail-oriented
- Ability to problem-solve
- Ambitious and dedicated
- Sketch
- Invision
- Hotjar
- Abstract
- HTML and CSS

LANGUAGES

- English (Advanced)
- Ukrainian (Native)
- Russian (Native)

EXPERIENCE

Product Designer

Ozon, Russia / 2018 – 2019

• Creating Ozon intranet for organization's staff to provide better internal communications, gather and store corporate information from different sources into a single entry point
• Collaboration with engineering and product, delivering and iterating detailed interaction and visual specifications, and ensuring high quality fit and finish

Senior Experience Architect

Mobiquity Inc, USA / 2017 – 2018

• Creating iOS/Android version of app for a major insurance company to provide reminders/ services on their home maintenance
• Acting as UX lead to provide design leadership for the overall user experience and provide key differentiating factors in the marketplace
• Work collaboratively with engineering, product, and documentation to bring the product from initial concept to release
• Implementing multiple prototypes to provide options to the client and for user testing

Product Designer

Leflair, Vietnam / 2015 – 2017

• Responsible for all design and product stages from concept to handing off to engineering
• Established the company’s design guidelines, standards and user personas
• Conducted user testing, ran A/B tests, and evaluated user feedback
• Created wireframes, interactive prototypes, and mockups for new features
• Wrote and maintained the product specifications for the mobile and web interfaces
• Projects included: checkout flow revamp, homepage redesign, product page redesign, sign up wall removal, account page redesign, filtering and sorting, etc.

Intern UI/UX Designer

Lazada Tech Hub (Alibaba Group), Vietnam / 2014 – 2015

• Responsible for researching and documenting competitive best practice around eCommerce interaction design
• Developed use cases, states and detailed interface specifications through both verbal direction as well as physical assets such as sketches, wireframes, prototypes
• Made regular updates to the overall Mobile and Web product interface guidelines
• Main project was sole responsibility for the UX of our Logistic Management System (LMS). A system that was used by the 3,000+ drivers and hug managers of LEX (the #1 eCommerce carrier in SouthEast Asia)
• Other projects included: Express delivery feature implementation on desktop, an internal design portal which helped to standardize collaboration between designers and developers, Lazada GUI

Head of Design and Digital Marketing

Ugift, Ukraine / 2013 – 2014

• Designed creatives for social media posts and SEM
• Researched and created design mock-ups to improve site design.
• Collaborated with development team to deploy site's improvements.