My name is **Natalia Ishchuk** and I'm a **Senior UI/UX Designer**

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Overview

For over 7 years, I've specialized in Product Design, crafting user-centered experiences that drive real business results. From discovery to delivery, I've helped companies make strategic UX/UI decisions that boost conversions, streamline operations, and scale products. My approach blends research, data, creativity, and collaboration to create lasting impact. Outside of work, you'll find me practicing karate, playing squash, or on adventures with my fluffy dog.

Experience

Senior Product Designer at enable.com

The SaaS Platform for B2B Rebate Management   Sep 2022 - March 2025, Toronto, Ontario

- Focused on data-driven iteration, leveraging A/B testing and behavioral analytics to refine UX patterns, increase usability, anddrive business growth.
- Led a comprehensive redesign of the web application, AI-driven enhancements, and refined UX/UI strategies to improve user engagement and optimize key business KPIs, supporting a growing base of over 100,000 active monthly users.
- Collaborated with cross-functional teams to create and evolve components of Enable's design systems, ensuring consistency across all platforms and aligning with brand guidelines, user needs, and industry standards.

Senior UI/UX Designer at agrichain.com.ua

High-tech services to farmers and agricultural companies   Sep 2021 - Sep 2022, Kyiv, Ukraine

- Conducted in-depth user research and data analysis to develop intuitive, functional interfaces, enhancing customer satisfaction and facilitating digital adoption.Resulted in a 25% increase in agribusiness productivity and a 15% reduction in operational costs.
- Developed and implemented a unified agribusiness management system integrating accounting systems, GPS trackers, and weather stations, creating a centralized data platform for improved decision-making accuracy.
- Established and implemented a comprehensive design system, collaborated closely with cross-functional teams, presented design concepts to stakeholders.

Senior UI Designer at clario.co

Software Development (Cybersecurity Company)   Apr 2020 - May 2021, Kyiv, Ukraine

- Designed intuitive and visually appealing interfaces for web and mobile applications.
- Conducted user research, usability testing, and A/B testing to refine UX strategies, improve accessibility, and enhance customer satisfaction.
- Designed UI solutions that met user needs and enhanced product usability, improving efficiency in clinical research workflows. Ensured adherence to strict timelines, successfully delivering approximately 90% of design projects on or ahead of schedule.

Senior UI/UX Designer at cosmolot.ua

IT Services and IT Consulting   Aug 2018 - May 2020, Kyiv, Ukraine

- Design and enhance UI/UX for web and mobile casino platforms, ensuring intuitive navigation and an engaging user experience.
- Develop wireframes, prototypes, and high-fidelity designs for gaming interfaces, payment flows, and promotional pages.
- Collaborate with cross-functional teams, including developers, marketing, and product managers, to align UI/UX with business goals.
- Increased player retention and engagement through optimized UI/UX solutions.
- Improved conversion rates on key user flows, including registration, deposits, and gameplay.

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Skills

- **User Research Methodologies:** user interviews, usability testing, surveys, contextual inquiries, field studies, diary studies, personas, secondary research, customer insights from support teams.
- **Data Analysis:** A/B testing, conversion tracking, hypothesis validation, data visualization, engagement metrics, behavioral analytics.
- **User Experience & Visual Design:** design thinking, visual hierarchy, accessibility & inclusive design, wireframing, prototyping, cross-platform (responsive & interactive), human-centered design.
- **Design systems:** building and maintaining design systems.
- **Product Architecture:** user flows, content structure, product hierarchy, navigation design.
- **Agile & lean UX methodologies:** design sprints, rapid prototyping, continuous user feedback integration, iterative design processes.
- **Collaboration:** mentorship, workshop facilitation, stakeholder alignment, cross-functional teamwork.
- **Business & Strategy:** aligning design with business goals, product strategy, and user needs.
- **Information & product architecture:** user flows, product architecture, structuring content, organizing navigation, SEO principles.

Tools Stack

- **Design & Prototyping:** Figma, Adobe XD, InVision.
- **Analytics:** Google Analytics, FullStory, Hotjar.
- **Collaboration & Whiteboarding:** Miro, FigJam.
- **Project Management:** Asana, JIRA, Trello.
- **User Testing**: UserTesting.com, Maze.com.
- **Graphic & Visual Design:** Photoshop, Illustrator, After Effects, Premiere Pro, Indesign.
- **Documentation Organization:** Confluence, Notion, Google Docs + Sheets.

Education

Master's degree Technologist / Design
Ukrainian Academy of Printing • Lviv, Ukraine • 2007 - 2012

Certificates

Design Thinking
2024, Interaction Design Foundation

UI/UX Design
2019, Projector Institute

Web Design
2018, Projector Institute