Valentine Reshetniak | Senior Product Designer

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PROFESSIONAL SUMMARY

As a Senior Product Designer with 12 years of experience, I specialize in strategic UI/UX design and innovation, driving business growth through transformative solutions. Notable achievements include spearheading the development of an AR app downloaded over 75,000 times, resulting in a 25% reduction in order returns and significantly enhancing customer loyalty. I bring a unique blend of design thinking and business understanding, poised to elevate user engagement and drive success for progressive organizations.

SKILLS

UX (Product Discovery, User Research, Prototyping, Customer Journey Map, User Flow, User Story, User Personas, Miro), UI (Figma, Sketch, Adobe XD), Graphic Design (Adobe Photoshop, Adobe Illustrator), Motion Design (Adobe After Effects, Lottie Animation, Adobe Premiere) Analytics (Google Analytics), Collaboration (Confluence, JIRA, Trello), Cross-functional team leadership, Agile (Scrum / Kanban), OKR, KPI, MVP, Startup.

PROFESSIONAL EXPERIENCE

Product Designer (Freelance)   **July 2023 - Present**
- Designed an advanced AI-based accounting system for the German market, streamlining financial management and improving usability, making financial tasks easier and more efficient for users.
- Created designs for an AI-based fashion app, revolutionizing the shopping experience and enhancing user satisfaction through innovative technology and user-centered design principles.

Product Designer   **December 2020 - June 2023**
Mister Spex, Berlin, Germany & Kyiv, Ukraine (Full-time)
Europe's leading digitally native omnichannel optician.
- Designed an AR application that achieved over 75,000 downloads, resulting in a 25% reduction in returned orders for glasses and greatly enhancing the customer journey and loyalty.
- Successfully launched the Mister Spex EYED project, introducing an application for 3D-printed glasses.
- Directed design research to ensure applications met user needs and differentiated in the market.
- Managed a team of 6 professionals, actively participating in hiring, evaluation, and performance reviews to maintain high standards of excellence.

Product Designer (Freelance)   **January 2020 - November 2020**
- Successfully designed over 15 websites and native mobile apps across various industries, including mobile AR, aviation, music, photography, mental health, marketplaces, and more.
- Created Hollywood film production system designs, incorporating cast and task management, plot organization, and professional marketplace components.
- Designed a white-label food delivery application, website, and admin panel, which was the foundation for creating 5 additional delivery services.

UI/UX Designer   **June 2015 - December 2019**
MobiDev, Mykolaiv, Ukraine (Full-time)
A global software development company offering custom tech solutions for business needs.
- Created designs for over 20 web and mobile applications (iOS and Android) with a user-centric approach, significantly boosting clients' satisfaction and project success.
- Achieved notable success across major industries, including healthcare, music, innovative children's products, coaching, fitness tracking, and building construction.
- Designed and implemented MobiDev People, an internal people management system that streamlined human resources management and operational processes.
- Participated in pre-sale activities, prepared estimates, and designed proof-of-concept designs, contributing to securing over 10 projects.
- Successfully mentored 3 junior designers, elevating them to proficient mid-level professionals through focused mentorship, personalized development plans, and continuous support.

Designer   **October 2012 - May 2015**
UkrContext. Mykolaiv, Ukraine (Full-time)
Digital marketing agency.
- Led the design for numerous web and marketing projects at UkrContext, enhancing user experience and client satisfaction. Streamlining collaboration with outsourcing firms, ensuring project success.

EDUCATION
National university of shipbuilding, Mykolaiv, Ukraine
Master's Degree, Information Security, 2012

LANGUAGES
English (C1), Ukrainian (C2), Currently learning Spanish (B1)

COMMUNITY PROJECTS
Mykolaiv Design Community, Kropyvnytskyi Design Community   **2017 - 2020, 2024**
Communities of creative people of Mykolaiv and Kropyvnytskyi.
- Led local communities of designers, illustrators, and other creatives, organizing 10+ knowledge-sharing meetups and networking events. Organized Mykolaiv Dribbble Meetup.

Talabout.com   **2015 - 2016**
AMA-conferences portal.
- Organized 88 AMA conferences with prominent Ukrainian cultural and business leaders. Established visual and interaction design and led media promotion..