Anastasiia Voskova

PRODUCT & UX/UI DESIGNER

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SUMMARY

Product Designer with 6 years of experience in web and mobile products: fintech and crypto, SaaS, B2B platforms and healthcare. Designed a SaaS platform from zero (0-to-1) where all six launch metrics beat their targets, including 7.4% signup conversion and 92% dashboard task success. Cut a corporate website's bounce rate from 68% to 41% and grew contact form submissions by 74%. I back decisions with research and A/B tests, build design systems, and read and write front-end code thanks to a Computer Science degree. I use Claude and Claude Code daily for prototyping and research, and built my own portfolio website end to end with Claude Code.

PROFESSIONAL EXPERIENCE

PRODUCT DESIGNER **Jan 2025 - Present**
Farsafe. Texas, USA, part-time, remote **1 year 11 months**
Uptime and website monitoring SaaS for developers, agencies and small teams

- Sole designer on a 0-to-1 monitoring platform: marketing website and in-app dashboard. Worked with the founder and a frontend developer.
- Led discovery research: surveys and interviews with 15 developers, agency owners and small-team leads, plus a poll and competitor analysis. 66% could not predict their bill, 73% were burned by false alerts from single-location checks, 58% wanted status sharing built in. Created a user persona and the information architecture for the website and the dashboard.
- Made pricing transparency the core conversion strategy: a flat, all-included price on the landing page, in a category where competitors hide pricing.
- Set a target for every goal before launch and tracked results for 8 weeks with Google Analytics, Hotjar and a post-launch survey. All six metrics beat their targets: signup conversion 7.4% (target 6%), pricing-to-signup 22% (15%), activation 77% (70%), dashboard task success 92% (90%), time-to-first-probe 1 min 41 sec (under 2 min), bounce rate 36% (under 45%).
- Post-launch survey: 86% knew exactly what they would pay, 87% found the dashboard clear, 84% understood what Farsafe does, 82% trusted the alerts.
- Designed one overview-first pattern reused across the fleet dashboard, single-probe and public status views, so a data-dense product stays easy to learn.
- Built the design system in Figma: tokens, components, and a responsive grid (3-4 columns on marketing, 4 columns on the dashboard, 2 columns on mobile). Handed off to a frontend developer.
- Used Claude Code to build working prototypes for user testing before development. Used Claude for pricing and onboarding copy, desk research and design system documentation.

UX/UI DESIGNER **May 2023 - Dec 2025**
bART Solutions. Lviv, Ukraine, full-time, remote **2 years 8 months**
Software development agency: client products in fintech, crypto, healthcare, fitness and B2B SaaS

- Owned UX/UI for 10+ client web and mobile products, from research, user flows and wireframes to high-fidelity UI. Worked with product managers, developers, marketing and copywriters in an agile workflow, including handoff and QA.
- Corporate website redesign and design system (10 months): ran a survey and 6 interviews, rebuilt the information architecture, and split navigation into services and industry expertise for two types of visitors. Within 60 days of launch, bounce rate fell from 68% to 41%, pages per session grew from 1.8 to 3.2, contact form submissions rose 74%, and "I immediately understand what this company does" grew from 38% to 81% in the survey.
- Mobile crypto wallet, iOS and Android (9 months): designed buy, sell, swap and portfolio flows on one repeatable transaction pattern (input, review, confirm, status). Added guided network selection with fees and ETA to prevent wrong-network transfers, and a verification flow with PIN and biometrics.
- Mobile payments wallet (8 months): designed transfers, IBAN and QR payments with named transaction states (initiated, processing, completed, failed), plus KYC and 3-D Secure screens that explain themselves in plain language.
- Enterprise CRM (7 months): redesigned a B2B platform with 13 modules across the sales cycle, marketing automation, inventory and orders, dashboards and reports. Moved search, quick create, notifications and calendar into a persistent layer, one action from any screen.
- Telemedicine platform, web and mobile (11 months): designed patient and doctor flows as an MVP grew into real-time consultations, scheduling and billing, with appointment and payment status visible at every step.

- Fitness app, iOS and Android (6 months): designed a metrics dashboard from wearable data (HRV, heart rate, sleep), AI workout recommendations with manual browsing as an equal option, a guided workout player and progress analytics.
- Proactively found UX issues and drove improvements beyond the initial scope. Led client and stakeholder communication, documented design decisions, and reviewed and directed the UI work of an external designer.
- Used AI tools (Claude, ChatGPT) to speed up interview synthesis, draft documentation and user stories, and generate UI concept ideas.
- Large US tax-filing product: redesigned and simplified core flows so Americans could file returns in fewer, clearer steps.

UI DESIGNER **May 2021 - Apr 2023**
Fintech mobile app (under NDA), full-time, hybrid **2 years**

- Designed mobile UI for payment and wallet features on iOS and Android, turning wireframes and user flows into polished, device-optimised screens. Worked with UX designers, product managers and developers.
- Created wireframes, interactive prototypes and high-fidelity mockups across screen sizes.
- Applied iOS Human Interface Guidelines and Material Design while keeping brand consistency across products.
- Improved UI consistency and usability across multiple features through iterative design and feedback cycles.

GRAPHIC DESIGNER **Mar 2020 - Apr 2021**
Freelancer, Self employed **1 year 2 months**

- Designed brand identities, logos and visual assets for 20+ clients in multiple industries, across digital and print, using Adobe Photoshop, Illustrator
- Produced marketing materials: brochures, flyers, posters, banners, and assets for social media, websites and email campaigns.
- Consulted clients to define goals and requirements and turned them into visual solutions.

SKILLS & TOOLS

UX & PRODUCT DESIGN

User Research & Insights, Product Thinking, Information Architecture & OOUX, Customer Journey Mapping, Design Thinking, Usability Testing, Jobs To Be Done, Discovery Workshops, Requirements Definition

UI & VISUAL DESIGN

UI Design, Visual Design, Typography & Layout, Mobile Design (iOS HIG, Material Design), Basic Animation (GSAP), Accessibility (color contrast, alt text, keyboard navigation)

INTERACTION & SYSTEMS

Wireframing & User Flows, Prototyping, Design Patterns, Design Systems, Design Tokens, Design Documentation, Design Handoff, Admin Panels (role-based views), Verification & Compliance Flows

DESIGN & PROTOTYPING TOOLS

Figma (Auto Layout, Variants, Component Properties, Variables, Dev Mode, Prototyping), FigJam, Miro, Zeroheight, Zeplin, Sketch, Whimsical, Adobe Photoshop, Adobe Illustrator, Adobe InDesign

AI & NO-CODE

Claude, Claude Code (rapid prototyping), Claude Design, ChatGPT, Cursor, Figma Make, Midjourney, Lovable, Webflow, Framer, AI-Assisted Research Synthesis

FRONT-END

HTML5, CSS3, JavaScript, TypeScript, React, Tailwind CSS, Node.js, Git, GitHub, VS Code, Vite, Vercel

COLLABORATION

Jira, Confluence, Notion, Slack, Agile Team Collaboration, Stakeholder Management, Presales, Design Reviews, Mentoring

RESEARCH & ANALYTICS

Heatmap Analysis, A/B Testing, Heuristic Evaluation (Nielsen), Desk & Competitor Research, Hotjar, Maze, UserTesting, Google Analytics, Amplitude

DOMAINS

Fintech (payments, crypto wallet, trading), SaaS dashboards, CRM, e-commerce, telemedicine, fitness

LANGUAGES

UKRAINIAN	ENGLISH	SPANISH
Native Language	B2	Basic

EDUCATION

LVIV POLYTECHNIC NATIONAL UNIVERSITY — **Lviv, Ukraine**
Bachelor's degree in Computer Science ; Department of Computer-Aided Design — **2020-2022**

- Bachelor's thesis: "Web Application for Multi-Blockchain System Management (Node.js)". Designed and built a production-style web application end to end, with clean structure, technical documentation and a maintainable development workflow.
- Focus areas: object-oriented programming, full-stack web development, software architecture, algorithms, blockchain systems, computer-aided design principles.

IVAN FRANKO NATIONAL UNIVERSITY OF LVIV — **Lviv, Ukraine**
Junior Specialist's degree in Computer Science — **2017-2020**

- Algorithms, data structures and core programming, with hands-on development in Python and C++.

COURSES AND CERTIFICATES

CREATING EPIC ECOMMERCE EXPERIENCES FOR BRANDS: AN ADVANCED GUIDE — **awwwards.**
Certificate Link — **Nov 2023**

OBJECT-ORIENTED UX (OOUX) FUNDAMENTALS — **Udemy**
Certificate Link — **Sep 2023**

INTRODUCTION TO USER EXPERIENCE DESIGN — **Georgia Institute of Technology**
Certificate Link — **Mar 2023**