

ABOUT ME

I am a Senior UX/UI Designer with more than 7 years of experience in product and system design. I specialize in creating scalable design systems, improving user experiences through analytics and feedback, and collaborating closely with developers to ensure seamless implementation. My expertise includes product design, usability testing, and accessibility (WCAG standards). I manage multiple projects simultaneously, ensuring effective communication with stakeholders and optimizing design processes for efficiency.

EXPERIENCE

● Valor Software - Senior Product Designer

(April 2025 - Present) • Full time

**Marketing, B2B, SaaS, Promotional Products, Enterprise (USA)** - The Advertising Specialty Institute (ASI) is the largest media, marketing, and education organization in the promotional products industry. With over 25,000 supplier and distributor members, ASI connects them through its leading network, ESP, where most product searches happen. ASI provides cutting-edge tools, support, trade shows, and resources to boost efficiency, traffic, and sales.

**My role and Responsibilities:**

Collaborated with product management and engineering to define and implement innovative product directions and user experiences, executing all visual design stages from concept to final hand-off. Created wireframes, user flows, and site maps to communicate ideas, presented and defended designs to peers and stakeholders, conducted user research to evaluate feedback, and established design guidelines, best practices, and accessible design standards.

○ Devox Software - UX/UI Designer

(May 2023 - May 2026 • Part time

- **Marketing, SaaS, B2B, Enterprise, Analytics (Sweden, Germany, UK)** - Working with a marketing platform that connects brands and influencers. As one of Europe's leading influencer marketing agencies, we help brands elevate their influencer marketing with data insights. Finalists in the Global Influencer Marketing Awards 2023, 2024.
- **PM system, SaaS, B2B, Enterprise, Compliance, Expansion (USA)** - A project management system that simplifies operations, ensures compliance, and supports licensing processes with government regulators. Initially focused on the cannabis industry, it has now expanded into other sectors, including franchises.
- **Hydrogen Market, B2B, Sales Productivity, Enterprise (USA)** - Work with a B2B hydrogen marketplace that reduces hydrogen transaction times using an automated procurement process. Our customers save on transaction-related costs, minimize supply/offtake risk, and benefit from increased sales productivity.

**My role and Responsibilities:**

Communication with stakeholders and team, development of pre-sales presentations, creation of MVP: research, delivery of results and UX documentation, wireframing, prototyping, system design, and accessible design implementation.

○ IntelliBoard - Lead Designer

(Aug 2022 - Jan 2025) • Full time

**E-learning, E-Commerce, SaaS, Analytics, LMS, Data Vis, Enterprise (USA, EMEA)** - Work in the education domain on a product, which provides analytic and reporting services to education communities and institutions. We help extract the statistical data gathered within the LMS and present it on a single dashboard in the form of viewable, shareable, and printable charts, graphs, and analytics.



Nykol Yurii  
Senior UX/UI Designer

Links:

[Linkedin](#) • [Dribbble](#) • [Behance](#)

Language:

**English:** Upper-Intermediate  
**Ukrainian:** Native

Contacts:

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Domains:

- E-learning (USA, EMEA)
- E-Commerce (USA, EMEA, UA)
- B2B (Sweden, Germany, UK, USA)
- SaaS (USA, EMEA)
- Enterprise (USA, EMEA)
- LMS (USA, EMEA)
- Marketing (Sweden, Germany, UK)
- Analytics (USA, EMEA)
- Data Visualization (USA, EMEA)
- PM system (USA)
- Compliance (USA)
- Marketplace (USA, UA)
- Sales Productivity (USA)
- Healthcare & Medical Supplies (UA)

Tools:

- Figma
- Figma Jam
- Miro
- Adobe Creative Suite (Ps, Ai, Pr, Ae)
- Maze
- Pendo

### My role and Responsibilities:

- Collaborated with product management and engineering to define and implement innovative solutions for product direction, visuals, and user experience.
- Execute all visual design stages from concept to final hand-off to engineering
- Create wireframes, storyboards, user flows, process flows and site maps to effectively communicate interaction and design ideas
- Present and defend designs and key milestone deliverables to peers and executive-level stakeholders
- Conduct user research and evaluate user feedback
- Establish and promote design guidelines, best practices, standards, documentation, and implementation of accessible design

### Achievement:

- Created an accessible design system with global standards and design documentation.
- Created a design that received high user ratings for simplicity and convenience.
- Reduced user training time from 45 to 10 minutes, increasing user independence.
- Implemented design documentation in the product, streamlining team collaboration and reducing time on alignment and changes.

## IntelliBoard - UX/UI Designer

(May 2021 - Jul 2022) • Full time

### My role and Responsibilities:

- Stakeholder and Team Communication
- Support the entire development process from design to testing
- Research and provide UX results and documentation
- Wireframing and Prototyping
- Implementation of accessible design (WCAG)
- Creation of accessible system design
- Adaptive design

### Achievement:

Introduced design documentation and usability testing, improving workflows and product quality. As a result, I was promoted to Lead Designer.

## Boss Auto Ukraine - Graphic UX/UI Designer

(June 2020 - May 2021) • Full time

**E-Commerce, Retail trade cars, Car Importing (UA)** - The company imports cars from the USA, Canada, Europe, and Korea and is a leader in the local market.

### My role and Responsibilities:

- Website redesign with corresponding UX research
- Creating visual resources for social networks management
- Advertisement lifecycle development

### Achievement:

Initiated a website redesign, improving the interface and adding essential information that reduced customer inquiries regarding the safety and process of purchasing cars from abroad. My research among managers and customers helped increase the company's transparency, attracting new users and strengthening trust in the brand.

## Freelancehunt - Graphic UX/UI Designer

(June 2020 - May 2021) • Full time

Work on a product that will help you congratulate your loved ones, choose a musical card, or record your unique greeting and send it to friends and family.

## Key Skills:

- Research
- User Experience Design
- User Interface Design
- Accessible Design
- Design System Creator
- Technical Documentation
- Wireframes
- Prototyping
- Responsive Design
- Graphic Design
- Product Design
- Presentation Skills
- Interviews
- Usability Testing
- HTML and CSS
- Deep Technical Knowledge

### My role and Responsibilities:

- Designed SMS authorization screens, covering all possible states and error messages.  
Draw all possible screens of this process, all possible states. Display all possible errors and notify the user when something goes wrong. (I signed an NDA.)
- Also during freelance work, there were graphic tasks such as banners, and logo design, Creating a UI-kit design, Social networks, and management.

## EDUCATION

### Lviv Polytechnic National University - Bachelor

(Sept 2016 - June 2019) - Software Engineering

### Drohobych College of Mechanics and Technology - Junior Specialist

(Sept 2012 - May 2016) - Software Engineering

## LICENSES & CERTIFICATIONS

### Certificate of Completion: AI Fluency Framework & Foundations

(Jun 2026)

### Certificate of completion: AI Capabilities and Limitations

(Jun 2026)

### How To Design for Accessibility: for UX Designers (WCAG 2.2)

(Sep 2022)

### MGI online July 2021 (English school)

(Jul 2021)