

# Karina Demianenko

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## Product Designer

As a Product designer with 7 years of professional experience, I specialize in leading discovery phases, turning PRDs and user flows into clear, user-centric experiences. I've had the opportunity to work with companies such as Gelato, SymphonyAI, Stryker, and Allwyn, alongside a broader range of projects and teams. I care about building products that work well and feel right, through listening, learning, and collaboration.

## WORK EXPERIENCE

### **Avenga • Remote • 07/2022 – Present**

Avenga is a global IT and digital transformation company with expertise in custom software development, IT consulting, and digital solutions. They serve various industries, including healthcare, financial services, and automotive, providing tailored services to drive innovation and digital excellence.

#### **Product Designer**

- Worked with product managers and engineers to align design solutions with business goals.
- Developed the auto-renewal journey, achieving a 66% renewal rate for the subscription program.
- Conducted user research to understand user needs.
- Designed high-fidelity prototypes for quick iterations and stakeholder validation.
- Led a successful UX project for a subscription program, achieving over 3,000 new subscribers in a record-breaking week, a significant increase in the Plus Attachment Rate, and a 20% year-over-year growth in average orders per Plus customer.
- Redesigned Customer Care CRM for a global print-on-demand service, enhancing order management, client communication, and efficiency based on agent insights.

### **GlobalLogic • Ukraine • 09/2020 – 07/2022**

GlobalLogic is a leading provider of digital product engineering services, helping businesses design and build innovative software products. At GlobalLogic, I led a medical project aimed at enhancing digital solutions for healthcare professionals' collaboration and communication at a leading medical technology company specializing in medical implants.

#### **UX/UI Designer • Full-time**

- Primary Research: Conducted in-depth user research to gather critical insights for design decisions.
- Prototyping: Created mock-ups and clickable prototypes to visualize and refine design concepts.

- **Testing and Validation:** Tested and validated design decisions to ensure they met user needs and business goals.
- **Design Demo Sessions:** Led design demo sessions to present and iterate on design ideas with stakeholders.
- **Documentation:** Wrote comprehensive design documentation to guide development and maintain consistency.

### **IdeaSoft.io • Ukraine • 12/2017 – 09/2020**

IdeaSoft.io, established in 2016 and part of Sigma Software Group since 2021, is a leading custom software development company. They offer full-cycle development services, specializing in blockchain, fintech, Web 3.0, and Web 2.0 products. With over 250 developers, they have completed more than 200 projects for startups and large enterprises.

### **UX/UI Designer • Full-time**

- **Graphic Design Expertise:** Created high-quality graphic design comps to support visual design initiatives.
- Worked on the successful UX design of an all-in-one CRM tool for Amazon sellers, significantly enhancing operational efficiency and sales performance.
- Led the UX design for the Eco Platform, leveraging blockchain technology to incentivize global recycling efforts.
- Led the design of an ERP system for a Canadian Virtual Reality Service, covering HR, time tracking, booking, promotional codes, finance, and user management. Designed service websites, booking platforms, touch panels, and responsive layouts, vastly improving efficiency and user experience.
- Contributed to the successful UX design of Israel's largest auto parts marketplace, enhancing user experience and operational efficiency. The platform now offers over 5 million parts and features for creating and customizing personal stores, significantly boosting sales and user satisfaction.

## **EDUCATION**

### **UX/UI Design**

IT School A-Level • GPA: 97 • 01/2017 – 12/2017

### **Bachelor's Degree in English and German Philology**

H. S. Skovoroda Kharkiv National Pedagogical University • 01/2013 – 12/2017

## **CERTIFICATIONS**

### **Emotional design – How to make products people will love**

Interaction Design Foundation (IxDF)

## **SKILLS**

- **Design Tools :** Adobe Illustrator, Adobe Photoshop, Figma, Hotjar, Marvel, Principle, Sketch, UserTesting, Zeplin

- **Collaboration:** Agile Methodologies, Cross-functional Teams, Design Workshops, Knowledge Sharing, Scrum
- **Design skills:** A/B Testing, Brand and Identity Design, Competitor analysis, Design Thinking, Design Workshop Planning and Facilitation, Graphic and Visual Design, Heuristic Evaluation, Information Architecture, Mobile App Design, Prototyping and Wireframing, Responsive Design, Secondary Research, Usability Testing, User Interface Design (UI Design), User Interview, User Research, UX Presentations, UX Research & Design Presentation
- **Languages:** English (Fluent), German (Beginner), Ukrainian (Native)