

MARIIA MISHCHENKO

UX/UI & Product Designer

I'm Maria, a UX/UI designer with hands-on experience in creating intuitive and accessible user experiences. I have a Bachelor's degree in Psychology, specializing in cognitive psychology, and an MBA in Marketing. My expertise combines usability, human factors, and business strategy to design delightful and visually appealing interfaces.

EXPERIENCE

UX/UI & Product Designer

Langerapp. Haifa, IS | Feb 2024 - Present

- Collaborated effectively with developers and clients, both locally and internationally, to **enhance user experience** and **ensure seamless project execution**.
- Actively participated in the **UX/UI process**, including **ideation, conceptualization, detailed design, and execution**.
- Designed diverse **UI concepts** with a focus on **aesthetic appeal** and **functional usability**.

UX/UI Designer

Finalto. Tel-Aviv, IS | Jan 2023 - Dec 2023

Finalto is a leading **B2B2C** financial entity, by providing retail brokers exclusive access to its proprietary trading platform, while also managing trading platform, Markets.com.

- Actively participated in brainstorming sessions and ideation workshops, contributing valuable insights to enhance **user experience**.
- Contributed to the **user interface** and **user experience** of the trading platform, with a dedicated focus on enhancing visual aesthetics, refining **user interactions**.
- Led the **redesign pages**, ensuring a seamless and intuitive **user interface** while adhering to brand guidelines and usability principles.
- Collaborated with and contributed to the company's **Design System**, ensuring a consistent user experience across the entire platform.
- Collaborated with product designers, product managers, developers, writers and cross-functional teams to ensure design solutions meet business and user needs.

Marketing Designer

Freelance | Nov 2021 - Dec 2022

- Engaged in effective **communication** with clients throughout the design process, ensuring their vision and goals were met.
- Designed eye-catching and visually engaging **promotional materials**, including **social media graphics, brochures**, email campaigns and **Landing pages** for online advertising campaigns, effectively capturing the attention of the target audience.

EDUCATION

User Experience (UX) Design | Google Professional Certificate

Feb 2023 - Dec 2023

Apply foundational UX concepts, like user-centered design, accessibility, and equity-focused design, empathize with users, define pain points, ideate solutions.

UX/UI Design | Lemon School Design

Sep 2021- Feb 2022

Regular sessions with the mentor a comprehensive curriculum, including fundamental design principles, user research, wireframing, prototyping, and usability testing.

MBA | Ariel University, Ariel, IS

Oct 2018 - Jun 2021

Specialization in Marketing provided a comprehensive understanding of **consumer behavior, market research** methodologies, **project management** and **strategic marketing principles**.

B.A, Psychology | National Technical University "Kharkov Polytechnic Institute", Kharkov, UA

Sep 2013 - Jun 2017

Graduated **with honors**, specializing in **cognitive psychology**, fostering a deep understanding of human cognition and behavior, **usability and human factors**, includes a solid foundation in **research methods**, laying the foundation for a user-centered design approach.

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🌐 UX UI Portfolio

🌐 Marketing Portfolio

SKILLS

Design

- User ResearchMarket Research
- Intuitive User InterfacePrototyping
- User Experience DesignMobile app
- Responsive DesignDesign Thinking
- Usability TestingInteraction Design

Development

- HTMLSCC

Soft Skills

- Time ManagementCommunication
- Project ManagementCollaboration
- Problem Solving

TOOLS

Design

- FigmaAdobe CSSketchAxure RP
- After EffectsAI generativeCanva

General

- AsanaMicrosoft Office SuiteJira
- Google WorkspacePower-Point

LANGUAGES

- Hebrew** - Professional working proficiency
- English** - Limited working proficiency
- Russian** - Native
- Ukrainian** - Native