

Polina Gutsanovich

Middle UX/UI Designer



SUMMARY

Hi! I am a UX/UI Designer with four years of experience. I did prototypes and design for landing pages, corporate sites, online stores, startup projects, big marketplaces and CRM-systems.

I prefer developing complex internal systems of companies most of all and consider that my main task is the development of high-quality and user-friendly interfaces and internal services with all the needy functions that will help companies to scale and configure or improve business processes.

Skills

TECHNOLOGIES

- Figma;
- Adobe Photoshop;
- Adobe Illustrator;
- InVision;
- Principle;
- Jira;
- Confluence;
- Miro;
- Trello.

KEY RESPONSIBILITIES

- Development of landing pages, online-stores, corporate sites, StartUp projects, web-services and CRM-systems;
- Negotiations and interaction with customers from the beginning of the project to the stage of the end of design;
- Conducting UX research, creating value proposition canvas, personas, user journey mapping, user scenarios;
- Interface evaluation;
- User flow creation;
- Wireframing and prototyping projects, detailing technical specifications based on them;
- Design-system development;
- Development of the UI-design of services and other products;

- Presentation of design concept and final design;
- Illustrations/icons;
- Design of business cards and booklets for printing;
- Design of presentations.

Projects

UX/UI DESIGNER

December 2018 - Ongoing

Legal365

An online legal service where you can not only find the specialist you need, but also use the personal account of the service as a client with additional functions inside (video consultations, chat, planning joint calls, adding best specialists to favorites and the usage of notification system). As you are a lawyer, auditor or patent attorney, you can register on the site and provide services directly from here, setting your own price. The site has a subscription system.

Fermerfood

The marketplace for natural products, the main purpose of which is to connect farmers and buyers without intermediaries. Farmers display their products and tell about themselves and their farm using their personal account, indicating contacts for communication and location. Buyers choose eco-friendly products, contact the manufacturer directly and purchase the product without extra charges.

StreetNetwork

Service for booking billboards and forming advertising campaigns. Whether you are a client or a company manager, you can form applications, coordinate objects, budget, conduct advertising campaigns, saving all information on them directly in your personal account.

Sign Deal Now

Service for the digitalization of the purchase and sale of real estate, the main purpose of which is the ability to complete a transaction of sale or lease a real estate online, as well as find the desired property through a user-friendly catalog of partner sites.

InSport

Information portal of sports media, where you can be an author and write your own reports about sport news with the help of a personal account or you can be just the user, who has a

subscription and comments on reports of other people. There is also the admin panel, where administrators control and manage all the users and content of the site.

Danone

An online store for wholesales, which is used only by legal entities and individual entrepreneurs. The task was the creation of a usable catalog for quickly finding the right product, making an order for a retail space, reviewing prices, assortment and sending a request for cooperation.

Netarifka

A product conformity assessment service. A service that helps determine whether your products are subject to certification or declaration. The task was to develop software designed to get information from the users of the site. Information represents the final answer based on the path that the user has taken through the catalog of questions and clarifications.

StudyGyde

Australian educational platform, where teachers can provide students with training services within their specialization, and students, in turn, can find a mentor in those disciplines in which they want to improve their skills.

Proxy

Service for purchasing proxy servers of various directions and functionality, where users in their personal account can track their subscriptions, renew them, buy new proxies, and also monitor payment.

Education

IT Academy

Adobe Photoshop in web-design
(August 2018 - September 2018)

IT Academy

UX/UI Design and design of mobile interfaces
(September 2018 - October 2018)

IT School MyFreedom

UX/UI Design
(April 2020 - July 2020)

Figmaster School

Product Design/Design systems

(May 2022 - June 2022)

Ruzaone course

Graphic design

(July 2022 - September 2022)

Language

Russian (Native)

English (B1)