

# Yelyzaveta Yavnikova , UX/UI Designer

Valencia, Spain

y.yelyzaveta.design@gmail.com

[Linkedin Profile](#)

[Upwork Profile](#)

## Summary

UX/UI designer with 6+ years of experience. Started a design career as a freelancer, developing strong communication skills and a customer-oriented approach before transitioning into full-time roles. Contributed to cross-functional teams for companies in the U.S., U.K., and Israel. Experience includes designing and optimizing landing pages, blogs, online stores, e-commerce platforms, and cybersecurity review platforms. Proficient in Figma, Photoshop, and Illustrator, with a strong interest in modern design trends and AI-assisted workflows. Exploring AI-powered image and video generation tools for rapid ideation, storytelling, and content creation.

## Work Experience

### UX/UI Designer at Webselenese

Tel Aviv, Israel • Mar 2022– Present

Designing user-focused solutions across industries like e-commerce, cybersecurity, and content platforms such as blogs, reviews and news sites.

Conducting UX research through A/B tests, surveys, and usability testing to inform design decisions and uncover user pain points. Leading brainstorming sessions. Onboarding new designers to our team for cohesive, user-focused outcomes.

### UX/UI Designer at Dinghy

London, UK • Mar 2021– Feb 2022

Redesigned an insurance project by developing wireframes and creating prototypes for new user flows. Contributed key components to the design system to ensure consistency and scalability across the platform.

## Courses

### Interaction Design Foundation

2024

AI for Designers

### Projector

2024

UX Design Medium

### Creative Practice

2022

UX/UI: Interface Design and Development

### Creative Practice

2021

Theory of Design

### Udemy

2019

Photoshop, Web Design

### Hover School

2017

Web Design

## Tools

### Design

Figma · Adobe Photoshop · Adobe Illustrator · After Effects

### Web

HTML/CSS

### AI Tools

ChatGPT · Claude · Midjourney · Kling

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## Work Experience

### Graphic Designer at Sostocked

*Texas, US • Feb 2021– Feb 2022*

Created digital illustrations for blog posts and social media, developed banners for advertising campaigns and webinar pages. Managed event branding for our team attending a conference in Las Vegas. Designed branded t-shirts, tablecloths, and large banners for our team attending a conference in Las Vegas. Worked on creating new pages and redesigning existing ones on the product website. Created illustrations for print publications in an inventory management magazine. Prepared impactful presentations for investors.

### Top Rated Web Designer

*Apr 2020– Feb 2022*

Worked as a freelance designer on a variety of projects in product and graphic design. Consistently delivered high-quality work, earning 100% positive client feedback and building a strong reputation.

## Education

### H.S. Skovoroda Kharkiv National Pedagogical University

*2018– 2019*

Master of Education - MEd, Foreign philology

### H.S. Skovoroda Kharkiv National Pedagogical University

*2014– 2018*

Bachelor's degree, Linguistics