

Portfolio

dianaaleksieienko.com

Contacts

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Software packages

- Figma
- Sketch
- Zeplin
- Jira
- Adobe After Effects
- Adobe Illustrator
- Adobe Photoshop
- Adobe XD
- Adobe InDesign
- Principle
- 3ds Max

Education

Kyiv National University of
Construction and Architecture.
Master's Degree, Architect.

Projector Institute

Product Design

[Cetrificate](#)

ITVDN

UX/UI Mobile App Design

[Cetrificate](#)

Languages

Українська – native

English – pre-intermediate

Diana Aleksieienko



Product Designer

Date of birth: 21.04.1994

Ukraine, Kyiv

- 7+ years experience in design development considering conversion, principles of adaptability, usability, target audience.
- iOS and Android based application development.
- Understanding of HTML /CSS principles.
- Understanding of composition, typographic. Academic drawing.

Experience

Finchanger

Senior Product Designer

04.2024 - Present

- Conducted market research and analyzed country-specific features for building a mobile bank from scratch.
- Created a component library and design guidelines.
- Developed the design for the main screen and related functionality. Designed the onboarding flow, credit card, and settings.
- Presentation of solutions directly to the customer.
- Oversaw the implementation process, assigned tasks to developers, and conducted design reviews.

Sportbank mobile bank

Senior UX/UI designer

05.2020 - 04.2024

- Work on the sportbank mobile bank application for iOS and Android (2 000+ screens).
- Research-based UX/UI updates of the company's products to improve conversions and optimize processes.
- Creation of new functionality in the banking industry with an emphasis on the intuitiveness of the interface.
- Control of the implementation process, formulation of

tasks for developers, design review.

- Development of libraries for iOS and Android from scratch according to the principle of Atomic Design, taking into account the nuances related to the nativeness of the platform.
- Creation of a color palette for light and dark themes, based on which designs were created later.
- Creation of animated vector illustrations and icons in .json format.

IT company w-Axis

Middle UX/UI Designer

03.2019 - 04.2020

- Work on creating mobile applications for iOS and Android.
- Development of multipage websites and landing pages based on market and target audience research.
- Improvement of existing sites and applications based on sales results and user interviews.
- Control of the development process, design review.
- Creation of advertising banners for SMM.
- Development of identity for new products with subsequent preparation of the design for printing.

360 Branding Canada-Ukraine

UX/UI Designer, Graphic Designer

12.2016 – 03.2019

- Prototyping and design development of applications, multi-page sites, landing pages, based on market research and target audience.
- Control of the development process up to the stage of transfer to the client.
- Development of advertising equipment, POS materials, packaging (from design to printing).
- Participation in the creation of ideas for advertising campaigns, development of KV, banners for SMM.
- Designed supporting products for a series of AR exhibitions in Canada.

Worked for brands: Nestle, Beiersdorf, L'Oreal, Le Petit Marseillais, Nutella, Tic-tac, Acino, Malbi, Procter & Gamble, Zoleo etc.

Lantrix Web Studio

UX/UI Designer, Graphic Designer

05.2015 – 11.2016

- Creation of sites, interfaces of mobile applications (prototyping and design).
- Development of corporate style, methodical recommendations.
- Banners for SMM and product promotion.