

Liana Drozd

UI/UX designer

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Skilled UI/UX and web designer with 5+ years of experience crafting user-centered designs for SaaS companies. Adept at collaborating with developers to achieve faster results and deliverables. Leveraged AI tools to optimize design workflows. Completed the Google UX Design Professional Certificate — a rigorous, hands-on program that covers the design process from concept to delivery.

Experience

Wildix UI/UX Designer (2022-2025)

- Ideated, produced and presented project deliverables such as user flows, wireframes, concept designs to demonstrate new features in the SaaS projects;
- Developed the user interface design for product websites and mobile app, used by over 1 million users worldwide;
- Collaborated closely with developers, ensuring smooth design-development integration. Skilled at designing with developers needs in mind to achieve faster results and deliverables.
- Redesigned pages, websites using existing website components and AI tools ensuring high traffic, page views, and user experience, resulting in a 20% increase in sales each quarter.

Projects: x-bees mobile app, x-bees, x-hoppers, Wildix.

Maxitechs Web Designer (2020-2022)

- Conducted competitor analysis, created user personas, user journey map, problem statement, storyboards to guide design decisions;
- Developed product designs for startups, including research, wireframes, mockups, UI;
- Created interactive prototypes in Figma for usability testing with real users;
- Collaborated with a Wordpress developers team, designed in Figma and developed more than 50 websites in Wordpress Elementor.

Skills

UI

User Interface Design
Responsive&Mobile-First Design
Graceful degradation design
Design Systems
Component Libraries
Wireframing
Low/High-Fidelity Prototyping
Mockups

UX

User Research
Interviews
Empathy maps
Personas
User Story
User Flows
CJM
Rapid Sketching
Crazy Eights
Brainstorming
Storyboards
Competitive analysis
Usability Studies

Software& Technologies

Figma
WordPress
HTML&CSS
Miro
Notion
Salesforce/Pardot
Jira
Confluence
AI tools

Methods

Scrum, Kanban

Education

Google UX Design Professional Certificate (2024)

Coursera

A hands-on program by Google covering the full UX design process — from user research and wireframing to prototyping and usability testing.

Design and develop websites using Figma and CSS (2023)

Coursera

UI/UX Design (2020)

SkillUP

Languages

English (C1), Ukrainian (native), Russian (fluent)