

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. Knowledge of HTML, CSS and application of WCAG accessibility principles to ensure inclusive and user-friendly interfaces.
- 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 UX research, wireframes, prototypes, high-fidelity user interface designs (UI);
- Translated user needs and business requirements into design solutions that increased user engagement by 20%;
- Collaborated with a Wordpress developers team, designed in Figma and developed more than 50 websites in Wordpress Elementor.

Skills

UI	UX	Software& Technologies
User Interface Design	User Research	Figma
Responsive&Mobile-First Design	Interviews	WordPress
Graceful degradation design	Empathy maps	HTML&CSS
Design Systems	Personas	Miro
Component Libraries	User Story	Notion
Wireframing	User Flows	Saleforce/Pardot
Low/High-Fidelity Prototyping	CJM	Jira
Mockups	Rapid Sketching	Confluence
	Crazy Eights	AI tools
	Brainstorming	
	Storyboards	
	Competitive analysis	Methods
	Usability Studies	Scrum, Kanban

Education

Google UX Design Professional Certificate	(2024)
<i>Coursera</i>	
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)
<i>Coursera</i>	
UI/UX Design	(2020)
<i>SkillUP</i>	

Languages

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