

Professional sites

[Behance](#)

[Dribbble](#)

[LinkedIn](#)

[Artstation](#)

My website & My old works

[wacabi.space](#)

[UI/UX Portfolio](#)

[Graphic Portfolio](#)

Tools & Technologies

Figma, Adobe Illustrator, Adobe Photoshop, Sketch, Abstract, Maze, Miro, Adobe After Effects, Principle, MindMeister

Development methodologies

Agile (Scrum, Kanban)

Waterfall

Languages

Ukrainian (Native)

English (Upper-Intermediate)

Daria Lysenko

Product Designer, UX/UI Designer

dariawacabi@gmail.com

Lviv, Ukraine / Porto, Portugal



KEY INFORMATION

My passion is creating engaging designs that solve problems and delight users. As a Product and UX/UI Designer with 8+ years of experience, I leverage design thinking methodologies to understand user needs, define user pain points, and create elegant and human-centered solutions. I craft seamless and enjoyable user experiences for web and mobile products and am driven to deliver tangible results for clients and partners across the USA, UK, Europe, Australia, and Asia.

EXPERIENCE

Product Designer

A.P. Digital OÜ

02.2024 - now

I work as a product designer leading end-to-end design for both mobile and web applications, primarily on MVP-stage products. My responsibilities include user research and discovery-phase analysis, followed by defining product structure, core functionality, and user flows. I design UX/UI for a wide range of products, focusing on usability, scalability, and real-world usage scenarios. Throughout the process, I collaborate closely with developers to create a unified design system, iterate post-launch, and align design decisions with technical constraints, designing clear and responsible user interactions for AI-powered features.

Product Designer

SoftServe Business Systems

02.2022 - 07.2023

I played a pivotal role in designing products for one of the world's largest drink and brewing corporations. Involved in discovery phases, I conducted extensive research and surveys, developed gamification and reward systems, and crafted numerous concepts, flows, and interactive prototypes for mobile and web platforms. Collaborating daily with product owners, BAs, development teams, and stakeholders, I defined and refined our products, enhancing the user experience for both early and later adopters, and ensuring the highest standards of functionality and design.



EXPERIENCE

UX/UI Designer, Graphic Designer

TEN.gg

05.2022 - 12.2023 (part-time)

As a UX/UI designer, I successfully implemented an interface and graphics for a comprehensive esports & game dev business platform. I integrated features such as a business directory, multi-level chat, marketing tools, job board, ATS, and a freelance marketplace, creating a unified web ecosystem with seamless integration across all subproducts.

UX/UI Designer, Graphic Designer

Pecode Software

07.2020 - 02.2022

I was responsible for the creation of prototypes and the UX/UI design of user interfaces, managing the process from ideation to final design layouts. I conducted research and benchmarking analysis to measure the quality and performance of my clients' products. Also, developed interactive prototypes and crafted logos & corporate identities.

UX/UI Designer, Graphic Designer

Slice Planet

04.2019 - 03.2020

Full cycle of work in web and graphic design, starting with negotiations with the client, prototype & concept development, and up to a presentation of a finished design product and its demonstration directly to the client.

UX/UI Designer

Webhill Developers

08.2018 - 05.2019

I performed the following tasks: website design, development of design layouts; redesign; logo design; branding. Communicated and negotiated with managers and stakeholders.

UX/UI Designer

WebCap Studio

12.2017 - 06.2018

Worked on design/redesign of various sites; UX improvements for existing products; creation of icons, illustrations; processing of graphics and photo materials; logo design; communications with managers; projects and tasks estimating.

UX/UI Designer, Digital Artist

Bastard Studio





11.2016 - 05.2018

I developed adaptive/responsive web design and created digital drawings for customers from Ukraine, USA, Europe and CIS countries. Successfully implemented 20+ web projects.

Here are examples of tasks I perform:

prototyping, developing UX architecture, designing websites and logos, participating in scrum events, managing tasks in Jira, and estimating projects.

Design Approach

-  My approach to design starts with developing compelling project concepts that align with user needs and business goals.
-  I prioritize user needs by applying user-centric design methodologies throughout the design process.
-  I believe in the power of user feedback and, therefore, effectively gather, analyze, and transform it into actionable UX/UI improvements.
-  Collaboration is key to my design process, and I excel at working with cross-functional teams to ensure successful product development and delivery.



Task management software

Jira, Azure DevOps, Trello,
Asana, Redmine

Other skills

Digital Art and Illustration


Industry knowledge

Product Design
User Experience
User Interface
Design Thinking
Graphic Design
Interaction Design
Brand Design
Wireframing
Rapid Prototyping
Design Research
User Testing

Expertise across industries

AI-Powered Products
SaaS & Technology
Consumer Mobile Applications
Analytics & Moderation Platforms
Wellness & Mental Health
E-commerce & Retail
Recruitment & Hiring
Media, Entertainment & Gaming

EDUCATION

 **Bachelor of Arts in Interior Design**
Zaporizhzhia National Technical University
09.2015 - 09.2018

 **Artist**
Zaporizhzhia Children's Art School
09.2007 - 09.2013

CERTIFICATIONS

 **Fundamentals of digital marketing**
Google

 **Introduction to Agile Development and Scrum**
IBM

 **Critical Thinking, Project Management Institute (PMI)**
LinkedIn

 **Graphic Design Foundations: Typography**
LinkedIn

SOME OF THE COURSES

 **Good to great UI animation tips | Pablo Stanley**
2024

 **RIT - Design Thinking: Empathizing to Understand the Problem**
2022

 **HEC Montréal - UX Design**
2021

 **TU Delft - Product Design: The Delft Design Approach**
2021

 **MichiganX - Leading Change: Go Beyond Gamification with Gameful Learning**
2021