

# KAROLINA TISHCHENKO

## UX/UI DESIGNER

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[LinkedIn](#) | [Portfolio](#): (Password: KTdesign)

### CORE SKILLS

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Creative and skilled Designer specialising in intuitive and engaging digital experiences for web and mobile platforms. Experienced in user research, wireframing, prototyping, and visual design, with a strong focus on accessibility and usability. Skilled in collaborating with cross-functional teams to deliver effective design solutions for clients such as Qatar Airways, Viasat, Ballymore – Embassy Gardens, BBC Studio, FIFA, ITV Studio, Top Gear and Sandbox. Proficient in tools including Figma, Adobe XD, Photoshop, Illustrator, Premiere Pro, Jira, and Confluence.

### PROFESSIONAL EXPERIENCE

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**Neutral Digital** (London, United Kingdom)

01/2025 – Present

#### UX/UI Designer

- Led UX research, wireframing, prototyping, and UI design for diverse projects across industries including technology, aviation, real estate using AR and VR.
- Improved the user experience of the **Viasat** app, redesigning mobile flows and delivering a responsive web version for desktop and mobile.
- Developed the UX/UI for **Ballymore – Embassy Gardens'** digital platform, focusing on seamless navigation and property exploration.
- Delivered new AI features for **Qatar Airways**, enhancing user engagement and streamlining user interactions.
- Collaborated closely with product managers, developers, and stakeholders to ensure design solutions met business objectives and user needs.
- Maintained and updated design systems and style guides, ensuring consistency across multiple platforms and products.

**Reality Plus** (London, United Kingdom)

05/2022 – 12/2024

#### UX/UI Designer

- Designed visually appealing and user-friendly interfaces that boosted engagement and retention, including Web3 experience such as **Doctor Who Worlds Apart (BBC Studio)**.
- Influenced accessibility compliance across design systems through partnerships and sprints, ensuring inclusive design standards.
- Identified and resolved UX issues to improve usability, enhancing navigation and interactive features for **FIFA: Own the Zone (Men's & Women's World Cup)**.
- Developed storyboards, user flows, wireframes, prototypes, and high-fidelity visual designs, maintaining brand consistency on projects like **Thunderbirds Are Go! (ITV Studio)**.
- Produced and managed digital content (emails, banners, social media graphics, icons) aligned with brand guidelines.

- Collaborated with front-end and back-end teams to ensure design implementation across immersive metaverse experience, improving interactive functionality for **Top Gear (Sandbox)**.

**Cousins Furniture** (Birmingham, United Kingdom)

10/2021 – 05/2022

#### **Web & Graphic Designer**

- Designed wireframes and mock-ups for the company website and delivered them to UI designers.
- Managed the creation of press ads, brochures, and social media content.
- Created online graphics, videos, animations and manipulating digital images.
- Refreshed and maintained the company website, ensuring consistency with branding.
- Designed and developed digital content across channels including social media, website and email.

**Freelance**

10/2020 – 10/2021

#### **UX/UI Designer**

- Increased usability and accessibility in digital products for diverse clients.
- Conducted UX research and developed wireframes and prototypes across platforms.
- Delivered creative concepts and managed projects for various industries.

**BEMYSELF Brand Agency** (Lisbon, Portugal)

02/2019 – 10/2020

#### **Graphic & Multimedia Designer**

- Designed engaging content for social media, increasing customer engagement.
- Managed design projects from concept to completion, ensuring brand consistency.
- Maintained brand consistency throughout all marketing projects.
- Designed and oversaw design projects from conception to delivery.

### **EDUCATION**

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**POLYTECHNIC INSTITUTE OF LEIRIA** (Leiria, Portugal)

2016 – 2019

Degree in Graphic and Multimedia Design

### **CERTIFICATIONS & OTHER**

- **Language Skills - English** (Advanced), **Portuguese** (Native), **Ukrainian** (Native), **Russian** (Native)
- **Google UX Design Specialisation** (*Coursera, 2024*)
- **Motion Design with Figma** (*ZTM Academy, 2024*)
- **Graphic Design & Web Development** (*Shaw Academy, 2021*)
- **HTML, CSS, and JavaScript for Web Developers** (*Johns Hopkins University, 2020*)
- **Google Digital Unlocked: Fundamentals of Digital Marketing** (*Google, 2020*)