Veronika Shevchuk | Product Designer

Warsaw, Poland | +48 577448502 | veronika92shevchuk@gmail.com

LinkedIn: https://www.linkedin.com/in/veronika-shevchuk/

Portfolio: https://veronikashevchuk.figma.site/

Summary

Product Designer with 5+ years of experience designing B2B and B2C mobile and web products across fintech and logistics. Strong in end-to-end product design, design systems and AI-assisted prototyping. Recently improved mobile banking task completion by **30%** and cut logistics cost per parcel by **50%**.

Skills

Product Design: Mobile App Design (iOS HIG & Material Design), UX/UI & Interaction Design, Web App Design, Design Systems & Components, AI-assisted Prototyping, Wireframing, User Flows & Information Architecture, Design Documentation, 0-to-1 Product Design.

Research & validation: User Research & Usability Testing, Personas & Journey Mapping, Heuristic Evaluation & Competitive Analysis, Accessibility & WCAG.

Product & analytics: Product Metrics (conversion, retention, engagement), Data-Informed Design, Hypothesis Definition & Validation, Product Discovery & Product Strategy.

Collaboration: Cross-Functional Collaboration, Stakeholder Communication, Design Workshop Facilitation, Agile, Design Reviews & Critique, Developer Hand-off.

Tools: Figma (Auto Layout, components, variants, variables/tokens), FigJam, Lottie, Jira, Confluence, HTML & CSS (basic), Adobe Photoshop, Adobe Illustrator.

AI Tools: Claude Code, Figma Make, Figma AI, ChatGPT, Magic Patterns, Lovable, Midjourney.

Experience

Product Designer | B2C, FinTech | B2B, Logistics

Competo LLC 05.2021 - 10.2026

- Led end-to-end design of a logistics MVP across **300+** pickup points, achieving **4x** parcel throughput, **27%** fewer errors and **50%** lower cost per parcel.
- Improved task completion by **30%**, reduced user errors by **15%** and increased engagement by **18%** by redesigning core mobile banking journeys, including balances, loyalty and rewards.
- Drove **120k+** user adoptions in the first month by turning a compliance-regulated, multi-step financial process into a clear, guided flow.
- Turned ambiguous hypotheses into shipped features by leading product discovery with product managers and engineers and presenting design rationale to stakeholders.
- Improved the design-to-development process by introducing AI-assisted prototyping (Figma AI, Claude Code, Lovable), cutting hand-off time from weeks to days.
- Reduced UI implementation effort by **~35%** by maintaining and evolving an **80+** component design system that kept the product consistent as it scaled.

UI/UX Designer | B2B, Investment Platform
Technorely Inc. 09.2020 - 04.2021

- Reduced milestone-tracking steps by **~35%** by simplifying UX and designing role-based dashboards and permission views for a 3-sided B2B SaaS platform connecting startups, investors and service providers.

UI/UX Designer | B2B, Workforce Platform | B2C, Pet Stay
Intellectsoft 11.2019 - 09.2020

- Increased booking conversion by **27%** and retention by **46%** by designing a 0-to-1 pet hotel booking app (iOS & Android) end-to-end.
- Redesigned key workflows for a construction workforce platform, reducing manual input time by **~40%** through UX improvements.
- Facilitated requirement-gathering workshops with clients and cross-functional teams, translating business goals into design hypotheses and shipped features.

UI/UX Designer | B2C, Loyalty App
Solanteq 06.2019 - 11.2019

- Designed end-to-end experiences for the Fora Club loyalty app (**4.8M+** users), optimizing onboarding and rewards flows through iterative design and usability testing.
- Built light and dark themes using design tokens, ensuring visual consistency across the app.

Education

2009 - 2014 Master's in Design, Kherson National Technical University.

Languages

English - B2, Ukrainian - Native, Russian - Native.