

Yauheniya Hlavatskaya

UI/UX Designer

Portfolio: hlavatskaya.design
yauheniya.hlavatskaya@gmail.com
[LinkedIn](#)

Summary

UI/UX Designer with 5+ years and 60+ shipped products across EdTech, eCommerce, B2B, and automotive. Specializes in two-sided platforms, scalable design systems, and conversion-focused interfaces. Finance background informs business-driven design from research to launch.

Experience

UI/UX Designer

Unroot Design, Warsaw, Poland (Remote)

Mar 2023 – Present

Full-time

Designing web and mobile products for clients across EdTech, eCommerce, industrial B2B, and automotive: from startup MVPs to mature B2B platforms.

Selected projects:

- **SpeechTherapyPD** (EdTech · flagship, ongoing since 2024) – Led end-to-end redesign of a two-sided clinical learning platform: course discovery, purchase flow, and two separate admin experiences for students and instructors. The new design drove a **300% increase** in conversion post-launch.
- **Leatherback** (industrial manufacturing) – **Designed 25+** responsive pages in light and dark themes, including custom equipment illustrations and an interactive "Experience View" letting users explore print product options. Delivered **in 2 months** under tight budget constraints.
- **National Shelter** (construction · B2B) – Restructured navigation and information architecture for a heavily spec-driven site, turning dense technical content into a clear, trust-building experience for B2B buyers.
- **Kindig-It Design** (premium automotive · featured on MotorTrend's "Bitchin' Rides") – Contributed to the digital experience of a renowned custom car brand with international audience reach.
- **WSA Select** (sports academy) – Redesigned the student registration flow for matches and training sessions; simplified a fragmented experience into a clean, modern interface.

Across projects: built and maintained scalable design systems and Figma component libraries; owned the full design workflow (research, wireframing, prototyping, high-fidelity UI); worked closely with developers, PMs, and clients from kickoff to launch.

Freelance UI/UX Designer

Self-employed, Poland

May 2022 – Feb 2023

Part-time

- Designed landing pages and eCommerce sites for small businesses
- Owned full workflow from client briefing to high-fidelity UI
- Completed courses in Webflow, Figma advanced, and UX analytics and PMs to ensure smooth implementation

Junior UI/UX Designer

weekend.by, Brest, Belarus

Jul 2021 – Apr 2022

Full-time

- Designed for a real estate platform offering short-term apartment rentals and property buy/sell services across Belarus.
- Redesigned the user dashboard (personal account area) for clarity, usability, and cross-device consistency
 - Owned end-to-end design on assigned features: research → wireframes → prototypes → final UI
 - Improved core flows for property listings, booking, and profile management; worked closely with developers and PMs to ensure smooth implementation

Skills

Design Tools

Figma, Adobe Illustrator, Adobe Photoshop

Methods

User Research, Wireframing, Prototyping, Usability Testing, Information Architecture, Interaction Design, Responsive Design, Accessibility

Specialties

Design Systems, Two-sided Platforms, Admin Panels, eCommerce UX, SaaS UX, Mobile Design

Domains

EdTech, eCommerce, B2B, Industrial, Automotive, Construction

AI Skills

AI in Design · AI image and video generation, Figma Make, AI-assisted ideation and content creation

Education

Bachelor's degree, Finance

Brest State Technical University, Belarus

Graduated: 2020

Languages

English – B1 · Polish – A2 · Russian – Native