

Uliana Khamadieieva

Web & UI Designer

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Summary

Web & UI Designer with commercial experience designing responsive websites and digital interfaces. Experienced in taking projects from brief and structure to UI, prototyping and implementation, with a strong background in brand identity and visual design.

Skills

UI / WEB
Responsive Web Design · UI Design · Prototyping · User Flows · Information Structure

BRAND
Visual Identity · Logo Design · Art Direction · Apparel Design

TOOLS
Figma · Illustrator · Photoshop · Midjourney · ChatGPT · Claude

WORKFLOW
Client Briefing · Presentation · Iteration · Developer Collaboration

Education

Ivan Franko National University of Lviv B.A.
Secondary Education — Physical Education
2024–Present
Kononchuk Academy · Design Studies · 2023–2024
Alpaca Creative School · Design Studies · 2023

Languages

Ukrainian — Native
English — B1

Experience

UCAN SPEAK PROJECT
Web & UI Designer · Oct 2025 – Present

- Defined the website structure and user flows from scratch with the project founder and frontend developer.
- Designed responsive interfaces across desktop, tablet and mobile, covering approximately 10–15 screens and adaptations.
- Created a reusable visual system covering typography, colors, buttons, icons and interface styles.
- Collaborated with frontend throughout implementation, reviewing iterations and refining the design based on stakeholder feedback.

FREELANCE / INDEPENDENT DESIGNER
Web & UI Designer · Jul 2024 – Present

- Delivered design work for approximately 10 paid clients across websites, landing pages, e-commerce and visual identity.
- Designed 3 landing pages for infobusiness projects and adapted them for Readymag.
- Led the design of a bilingual responsive website for a Kyiv dental clinic, from competitor research and structure to UI and appointment-focused CTAs.
- Led client communication from briefing and presentation through feedback and final delivery.

SAND NEVER STAYS
Brand & Visual Designer · Jul 2026

- Translated the founder's initial concept into a coherent visual direction for a clothing brand.
- Created the logo, mascot and apparel graphics, including production-ready vector artwork.
- Developed product mockups and prepared artwork for apparel manufacturing.

Selected work

DENTAL CLINIC
Brand Identity · Web Design · Client Project · 2025

Designed a bilingual responsive website from scratch, including logo, service architecture, article pages and appointment-focused user flows. Conducted competitor and audience research to shape the information structure and visual direction. Live website supporting inquiries and appointment bookings, according to the client.

SNUGGY
Brand Identity · Apparel · Self-initiated · 2025

Developed the brand concept, visual direction, tone of voice and identity, extending the system into physical apparel. Created production-ready artwork and product visualizations; one garment was physically produced.