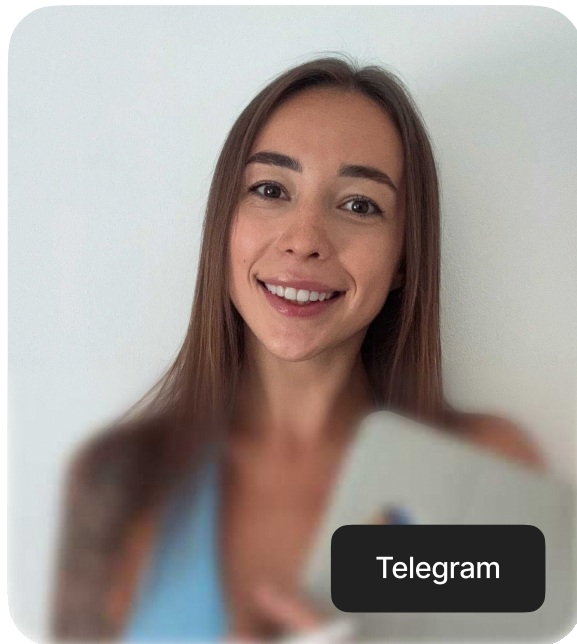






# UI/UX



**Maksymenko Marharyta**  
Senior UI/UX Designer | Design Lead

## DESIGNER

-  Based in Thailand
-  English (B1),  
Ukrainian (Native)
-  Full-time | Freelance
-  Remote work



my\_portfolio\_website



## About Me

Creative and result-oriented Senior UI/UX Designer with over 7 years of experience in website and interface design and 12 years in the design industry overall.

My strengths: visual style, redesigns, UX strategy, and full-cycle website creation on WIX. I lead projects from concept to launch, combining user-centric thinking with expressive, eye-catching design.

Industries I've worked with:

Legal Tech, gambling and betting, e-commerce, crypto and blockchain, EdTech and online education, SaaS, fintech, marketing agencies, digital products, healthcare and wellness, legal services, consulting, personal branding, coaching, tourism, NFT projects, online stores, blogs, portfolios, art and creative industries.

Winner of international and freelance design competitions. I'm passionate about unique aesthetics, intuitive UX, and constant professional growth.

## Core Skills

- UI/UX Design · Wireframing · Prototyping
- Responsive Design · UX Patterns · Information Architecture
- Visual Identity · WOW Effects · Micro-animations · No-code
- UX Research · Behavioral Analysis · Conversion Optimization
- Interfaces for Web and Mobile · Landing Pages · Microinteractions
- AI in Design · Banner Design · Content Structuring
- Project Management · Client Communication · WIX Website Development

## Work Experience

### Freelance — UI/UX Designer

*May 2021 – Present*

- Created over 40 full-cycle websites and landing pages on WIX
- Handled the full scope: UX research, wireframes, UI design, copywriting, animation, AI-generated content
- Communicated directly with clients, conducted audits, managed project flow and sales
- Won international and freelance design competitions
- Designed presentations, banners, and brand identity
- Developed mobile apps and platform interfaces
- Created in Figma and delivered dev-ready assets

### Design Lead — [icon.partners](https://www.iconpartners.com)

*(B2B legal services, 50+ employees)*

*April 2018 – Present*

- Developed brand identity, websites on WIX, presentations, and branded merchandise
- Designed UI/UX for landing pages, internal systems, and service pages
- Created print and digital promo materials
- Led a junior designer, structured design processes
- Worked closely with lawyers, developers, and marketing teams

## **Lead UI/UX Designer — BattleBet**

*(Startup, gambling, 50 employees)*

*January 2019 – January 2020*

- Designed the entire product platform from scratch
- Co-created unique in-platform games and tournament mechanics
- Planned and designed gamification elements: achievements, loot boxes, battle passes, daily quests, leaderboards, etc.
- Closely collaborated with development and marketing teams

## **Lead Web Designer — Jambler**

*(Startup, gambling, 20 employees)*

*June 2016 – November 2017*

- Started as a design assistant, promoted to lead designer in 1.5 months
- Created banners, email templates, landing page sections
- Focused on gaming and sports-related design

## **Print & Web Designer — Futboholic**

*(E-commerce, 250+ employees)*

*April 2015 – April 2016*

- Started with print design (T-shirt graphics)
- Taught myself web design and transitioned to the digital team within 5 months

## **Education**

### **Kharkiv Art College**

Major: Interior Design · 2010 – 2014

### **Kharkiv Art Academy**

Industrial Design · 2014 – 2015 (incomplete)

**UI/UX Courses (2016)** + Ongoing self-education

## **Tools & Platforms**

Figma · Illustrator · Photoshop · WIX · Notion · Jira · ChatGPT · Krea.ai · Freepik · Claude.ai

## Facts & Achievements

- 7+ years in UI/UX, 12+ years in design
- Winner of international and freelance design competitions
- WIX and no-code expert
- Strong understanding of marketing & sales
- Passionate about sharing knowledge and creating standout solutions

## Values & Lifestyle

I truly love design — and the people I design for. I'm driven not by trends, but by meaning. My goal is to find the balance between aesthetics and usability, creativity and function.

I don't just make things look good — I research, plan, and deliver results.

I embrace complex challenges, think systematically, learn fast, take initiative, and bring projects to the finish line.

Beyond UI/UX, I constantly explore adjacent fields — from marketing and analytics to AI tools. I enjoy sharing my insights and feel deeply fulfilled when my ideas inspire or help others.

### Outside of work, you'll find me:

- Meditating or walking by the sea with my dog
- Watching sunsets (and occasionally sunrises 🌅) — a ritual to reset
- Drawing, sculpting with clay, creating jewelry
- Playing board games, swimming, biking, doing fitness
- Recharging in saunas or with Thai massage

I believe that great design starts with inner clarity — and I strive to live in harmony with myself, so I can create harmony for others.

[instagram](#)

[telegram](#)

[email](#)

[linkedin](#)

[maksymenko.art](#)