

Elina Koshmir-Yakovlieva

UI/UX, Web & Product Designer

RESEARCH-LED  AI-ENABLED WORKFLOWS  DESIGN ENGINEERING  5+ YEARS OF EXPERIENCE

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PROFILE

5+ years designing digital products that balance user needs and business goals. My experience spans a wide range of projects – from websites and e-commerce platforms (B2B & B2C) to mobile, desktop, and web applications, including dashboards, CRMs, and internal tools.

For me, design is not just about how things look, but how they work in real life. I use research and analysis to make decisions, thinking beyond individual screens to user flows, functionality, and edge cases. Depending on the project, I either collaborate closely with developers from handoff through development or take the work from design to implementation myself. I use AI throughout my workflows to explore and test hypotheses, prototype faster, and, when the project calls for it, take designs beyond Figma into working solutions.

EXPERIENCE

UX/UI Designer | February 2025 – Present

IT-SENTRALEN AS (Norwegian IT consultancy providing IT services, solutions and integrations)

- Created site structures, wireframes, and prototypes in Figma, then carried designs through to responsive WordPress websites, product catalogues, and WooCommerce stores using Breakdance for B2B and B2C clients, including [Himling AS](#), [iSmokeKing](#), Semerk, [luftrens.no](#), Trippelseven AS, and Dyhre Gård & Gartneri.
- Worked on information architecture, navigation, product and category pages, content structure, and responsive layouts to make websites clear, easy to use, and practical to maintain.
- Used HTML and CSS for frontend customisation, responsive behaviour, layout adjustments, and visual improvements across WordPress, WooCommerce, and Breakdance.
- Managed WordPress installations, domains, hosting, and technical settings through Plesk, while testing functionality and troubleshooting issues before launch.
- Used AI tools throughout the workflow for rapid prototyping, coding assistance, debugging, optimisation, and building smaller custom features and functional extensions.

UI/UX, Web & Product Designer | May 2021 – June 2024

Mjolinir LLC (Ukrainian web studio with international clients)

- Created wireframes, layouts and prototypes for cross-platform websites, applications and admin panels based on UX research and own ideas – [Analytics app for StakeKings](#), educational app & website for gamers Bootcamp.lol, dental platform Protetiko, user profile for rental app [Oiko](#), admin panels for Supertask, Mjolinir.
- Supported development team during implementation, prepared documentations.
- Developed design systems for web calendar Rainy.Today and poker platform [StakeKings](#) with 1,000+ components, which reduced iteration time by ~23%.
- Designed logos, brand books for diverse industries, transport maps for Boston & Kyiv.

Web & Graphic Designer | March 2018 – April 2021

Freelance

- Created interfaces for landing pages, corporate websites from scratch or through redesigns – [Metallurg.net](#), Relikt, Crowdstaker.
- Designed logos, brand books, and vector illustrations.

CORE COMPETENCIES

Product & UX Design

User Flows • Wireframing • UX Research • Usability Testing • IA • Product Thinking

Prototyping & Implementation

Interactive Prototypes • Webflow / WordPress • HTML/CSS Basics • Developer Handoff

UI & Web Design

Responsive Web Design • Visual Design • Websites • Design Systems • Accessibility • Figma

AI-enhanced Workflows

Prompt Engineering • AI-assisted UX Research • UI Ideation • Visual Generation • AI-assisted Coding

LANGUAGES

- English | communicative
- Norwegian | beginner
- Ukrainian | native

EDUCATION

Graduate's in Web Design. Basics (certificate) | September 2019 – December 2019

Kyiv Projector Institute (Ukrainian leading design school)

Relevant subjects: • Types of Websites • Responsive & Adaptive Design • Typography • Color Theory • Composition Basics • Grids • Figma • Collaborative Client Briefing • Wireframing, Layouting & Interactive Prototyping • Design Systems & UI Kits • Design & Creative Thinking • UX Writing • Design Documentation.

Master's in Publishing and Editing (diploma) | September 2009 – June 2014

Kyiv Projector Institute (Ukrainian leading design school)

Relevant subjects: • Web Design • Dynamic Websites • Computer Graphics • Web Publications • Informatics and Computer Technology • Master's Thesis (Peculiarities of Preparing Texts for Web Publications).