



# Yurii Fokin

## Lead UX Designer · 8 years of experience

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## Experience

**Lead UX Designer** at Luxoft (remote) February 2023 – Present · 3+ years

- Led end-to-end UX design strategy from discovery and research to delivery and design system;
- Implemented task-tracking system, improving cross-team visibility;
- Mentored junior designers;
- Organized and conducted team building events "UX coffee" for design department (20 designers);
- Hired and onboarded designers, through technical interviews and portfolio reviews;
- Built design system, ensuring scalability and consistency across projects;
- Integrated AI-powered tools, accelerated early concept generation;
- Build and tested lo-fi and hi-fi prototypes
- Designer mockups and wireframes
- Conducted user research at all stages

**Senior UX/UI Designer** at Omure, NY USA (remote) December 2021 – December 2022 · 1 year

- Conducted Research at all stages of the project;
- Conducted In-depth interviews with users;
- Analyzed competitors and comparative analysis based on competitors;
- Created user personas;
- Formed user stories;
- Created CJM customer journey maps;
- Helped to develop a design system;
- Created wireframes and mockups;
- Created lo-fi & hi-fi prototypes;
- Conducted usability testing.

**Lead UX/UI Designer** at Naya, Dubai UAE (office) December 2020 – November 2021 · 1 year

- Managed a team of designers 2;
- Conducted UX research at all stages;
- Made analysis of competitors;
- Designed and tested interactive prototype;
- Created UI Design for mobile application;
- Designed web version of the mobile application;
- Developed design system;
- Created a branding for the program;
- Supported development process;
- Helped QA team;
- Mentored juniors.

**Junior > Middle > Senior UX/UI Designer** at Synergize, Ukraine (office) November 2017 – October 2020 · 3 years

- Designed:
- sites;
  - applications;
  - dashboards;
  - logos;
  - identity and branding.

- Analysed:
- target audience;
  - the market;
  - competitors.

## Skills

- **Team management** (Mentoring, Personal development plan, hiring process, task management, 1to1 & team calls)
- **Collaboration with cross functional teams** (collaboration with devs, brainstorming and workshops with PO, task tracking with PM, aligning with marketing, delivering to client)
- **Research & UX strategy** (interviews, surveys, usability testing, early and post-launch research, A/B testing, user personas, CJM customer journey map, user flows, informational architecture)
- **Design system architecture** (architecture, variables, tokens, components, layouts)
- **Market analysis** (direct/indirect competitor analysis, comparative analysis, swot)
- **Analytics** (google analytics)
- **Wireframes and mockups**
- **Lo-fi & hi-fi prototypes**
- **Generative AI tools** (Figma Make AI, Uizard, Galileo AI, MidJourney, AI research assistant are used to speed up ideation process)

## Languages

**English – Advanced**

**Ukrainian – Fluent**

**Russian – Advanced**

## Certificates

- Leadership Academy Advanced
- Leadership Academy Core
- Conduct UX Research and Test Early Concepts
- Create High-Fidelity Designs and Prototypes in Figma
- Scrum/Agile Project Management
- Planning the UX Design Process
- Build Wireframes and Low-Fidelity Prototypes
- Build Dynamic User Interfaces (UI) for Websites

Credentials in LinkedIn

## Education

**National Technical University of Ukraine – Program Engineering**

September 2015 – July 2019