

Iryna KostiuK

Senior Product Designer
Zagreb, Croatia · Kyiv, Ukraine · Open to remote

+385 98 957 67 22 (Croatia)
+380 63 671 79 71 (Ukraine)
klymi18@gmail.com
[Portfolio](#) · [Telegram](#) · [LinkedIn](#)

About me

Product Designer with 7+ years of experience in UX/UI (10+ years in design overall), working across e-commerce, business platforms, CRM systems and mobile apps. Led 30+ end-to-end projects in close collaboration with PMs, frontend and backend engineers, and QA.

I specialize in complex, logic-driven products such as CRMs, admin panels and multi-product systems. My work covers everything from research synthesis and user flows to prototyping and high-fidelity UI. I **actively use AI tools** (Claude, ChatGPT, Perplexity, Banani, Lovable) to speed up research, prototyping, concept exploration and landing page delivery.

Seeking a full-time Senior Product Designer role to build scalable, user-centered products with measurable business impact.

Experience

Basa Solutions

Product & UX/UI design studio working with clients globally, turning complex SaaS and AI products into clear, scalable digital experiences with an AI-first approach.

Senior Product Designer Feb 2026 – Sep 2026

- Designed three digital products from discovery to production-ready UI, using an AI-assisted workflow.
- Multi-product CRM:** designed a CRM for managing several products in one workspace, including information architecture, cross-product navigation and core workflows.
 - Research to product logic:** turned existing research into product logic, user flows and wireframes for a social network.
 - Mobile app:** designed UI for a live-commerce marketplace for collectible cards (iOS and Android), covering multiple sales formats: auctions, livestreams, rip & ship and raffles.
 - AI-assisted workflow:** introduced AI into the design process (Claude, ChatGPT, Perplexity, Banani), producing wireframes 2x faster than with a manual workflow.

Brainlab Studio

Web & e-commerce studio, 400+ delivered projects, clients in UK and EU markets.

Senior UX/UI Designer Feb 2020 – Present

Promoted from Junior to Senior in 2 years; part-time since Sep 2024.

- Led design for 30+ e-commerce platforms, business websites and landing pages, from discovery to dev handoff.
- Introduced UX research into the company's process (stakeholder and user interviews, usability testing), contributing to **5–27% conversion growth** across projects.
- Built landing pages with Lovable, speeding up delivery from design to a working page.

Klaizar Studio

Israeli studio specializing in mobile solutions.

Junior UX/UI Designer Apr 2019 – Jan 2020

- Designed UX/UI for mobile apps across different domains, focusing on intuitive interfaces and seamless user flows.
- Created adaptive layouts for iOS and Android, improving usability and consistency across devices.

E.NEXT

International electrotechnical group.

Graphic Designer (Junior → Senior) Nov 2015 – Apr 2019

- Designed print and packaging materials (brochures, booklets, magazines, packaging) while maintaining consistent corporate branding.

Education

Product Design Process Bootcamp / Alina Korol & Vova Ulianov / 2025

Usability Testing Workshop / Alina Korol & Vova Ulianov / 2024

Admin Panels: Design / Designly / 2024

Mobile App Design / Projector School / 2023

UX Design Beginning / Projector School / 2021

Master's degree in Polygraphic Media Technology / NTUU "Kyiv Polytechnic Institute" / 2016–2018

Bachelor's degree in Publishing and Printing Production / NTUU "Kyiv Polytechnic Institute" / 2012–2016

Skills & Languages

- Skills:**
- Research:** stakeholder interviews, in-depth user interviews, usability testing, competitor analysis, desk research, research synthesis
- Design:** information architecture, user flows, sitemaps, wireframing, prototyping, AI-assisted prototyping, high-fidelity UI, design systems, style guides, responsive and mobile design
- Tools:** Figma, FigJam, Miro, Maze, Hotjar, Jira, Notion, ClickUp
- AI tools:** Claude, ChatGPT, Perplexity, Banani, Lovable
- Languages:**
- Ukrainian (Native) · English B2 (Upper-Intermediate) · Croatian A2 (Elementary)