

TETIANA BURLACHENKO

Product Designer | UI/UX Designer Thorold, ON, Canada

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SUMMARY

Product Designer with 8+ years of design experience, including 2.5+ years owning end-to-end product design cycles for B2B SaaS. Skilled in user-centered design, design systems, and interaction design — simplifying complex workflows (cutting a 7-step process to 3) and shipping AI-powered product layers users actually understand. Full-cycle owner: user research, information architecture, prototyping, developer handoff, usability testing, and cross-functional stakeholder collaboration within Agile teams.

EXPERIENCE

Propaganda Solutions — Product Designer (UI/UX) — Remote Jan 2024 – Present

- Led end-to-end product design for a B2B SaaS marketing platform from concept through shipped product, owning user research, information architecture, interaction design, and usability testing across Agile release cycles.
- Redesigned the registration flow into a guided 3-step experience (down from 7) using progressive disclosure, smart defaults, and user-centered design principles.
- Designed the product's AI-powered content generation layer end-to-end, using Claude to write and optimize prompts that aligned output with product logic, interface constraints, and user mental models.
- Redesigned the dashboard to prioritize comprehension; internal usability testing showed a 60% improvement in task completion speed.
- Built a reusable, documented contextual data widget deployed across 8 dashboard views as part of a broader design system — partnering directly with engineering to help spec and build the React front end, streamlining developer handoff.

Propaganda Solutions — Graphic Designer — Remote Dec 2021 – Jan 2024

- Designed brand systems, marketing content, and mobile-responsive websites for agency clients.
- Transitioned into product design mid-role: led user research, built wireframes and interactive prototypes in Figma, and established a component library using atomic design principles, scaling design consistency across 6 client projects.

Freelance Designer — DYKI Design — Remote Jan 2021 – Jul 2022

- Delivered 200+ end-to-end brand, logo, and website design projects for clients across roughly 50 countries, with a ~30% repeat-client rate — including a multi-year digital design partnership with Smart Technology Solutions.
- Owned the full client lifecycle independently and remotely — research, design, stakeholder feedback, and iteration — while consistently gravitating toward owning full products rather than isolated deliverables, a pull that led directly into product design.

Trust Media — Designer — Odesa, Ukraine Jul 2018 – Oct 2020

- Developed user-centric visual designs and supported broader design system improvements.

AA “OGLAS” — Outdoor Advertising Designer — Odesa, Ukraine Jul 2016 – Jul 2017

- Produced graphic layouts for large-scale advertising campaigns, optimizing for readability and visual impact.

PROJECTS

Kynso Fitness Application — Lead Designer

- Designing a multi-discipline fitness application with a privacy-first architecture and low-friction data tracking.
- Prototyping interactive hero canvas designs and mapping cross-platform product architecture.
- Building and iterating interactive front-end prototypes via AI generation (Claude), maintaining repository versions in Git.

SKILLS

- **Product & UX:** Product Design, UX/UI Design, User-Centered Design, Design Thinking, Design Systems, Interaction Design, Information Architecture, Accessibility (WCAG), Wireframing, Prototyping, Component Libraries, Atomic Design.
- **Research & Testing:** UX Research, Usability Testing, User Interviews, A/B Testing, Hotjar, Google Analytics.
- **Collaboration & Process:** Agile/Scrum Collaboration, Cross-Functional Collaboration, Stakeholder Communication, Developer Handoff, Jira.
- **AI & Optimization:** Prompt Engineering, AI-Enhanced Product Design, Conversion Rate Optimization.
- **Tools & Tech:** Figma, Sketch, Framer, Adobe XD, FigJam, Miro, React/TSX (familiarity), Git, Claude, Adobe Creative Suite.
- **Languages:** English (Fluent), Ukrainian & Russian (Native), Polish (Professional).

EDUCATION

Bachelor of Arts, Advertising & Publishing Design, 2017–2021 — Collegium Da Vinci, Poznan, Poland

Associate of Science, Computer Science, 2017 — Odesa College of Computer Technology, Odesa, Ukraine

CERTIFICATIONS

Google UX Design Professional Certificate — Coursera, 2023