

Anastasiia Degtarenko

Lead Experience Designer

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 Toronto, Ontario

Experience

2022 - present

- **Customer Experience Expert**
Eleks  Toronto, Ontario
Key responsibilities:
Leading the design process from discovery through delivery. Understanding business problems and translating them into product design strategies. Conducting interviews, creating service blueprints and customer journeys, driving concept development and detailed design.
Achievements:
Redesigned complex biopharmaceutical software, achieved strong positive response from beta users. Reduced task completion time by 30% and increased feature discoverability by 40%.

2021 - 2022

- **Senior UI/UX Designer**
Eleks  Kyiv, Ukraine
Key responsibilities:
Ideation, user/business research, UX workshops, interviews and surveys, hypothesis validation, personas and empathy maps, journey mapping, sketching, wireframes, visual design, interactive prototypes, UI kits/design systems, mockups, and UI animations.
Achievements:
Created a shared component library that standardized UI elements and software-hardware interaction behaviors, strengthening collaboration across Brand, Software, Hardware, Scientific, and Stakeholder teams.

2018 - 2021

- **Senior UX Designer / Project Lead**
Trinetix  Kyiv, Ukraine
Key responsibilities:
Managing client communication and guiding the team through a structured project process. Identifying and mitigating risks, monitoring performance, and recommending actions to keep the project on track.
Achievements:
Grew from Senior Designer to Project Lead, delivering 10+ successful projects, managing multiple design teams, and facilitating UX workshops and requirement-gathering sessions.

2014 - 2018

- **Senior Web Designer**
ExpoPlatform LTD  Cambridge, UK / Kyiv, Ukraine
Key responsibilities:
UX/UI design; Web design; Research; Moodboards; video presentations.
Achievements:
Designed and maintained complex event-management components—from website and app builders to interactive floor plans and analytics.

Education

2007 - 2013

- **Master of Science (MS), Architecture**
Kyiv National University of Architecture and Construction  Kyiv, Ukraine

Objectives

Experienced Lead Designer with a strong ability to merge creative vision with practical usability. I excel at simplifying complexity for multi-user, data-heavy platforms—delivering clarity, engagement, and measurable business value across events, finance, and healthcare industries.

Tools

Design and prototyping

- Figma
- Sketch
- Adobe Creative Suite (XD, Illustrator, PS)

Animation

- Figma
- InVision,
- Principle
- Adobe AfterEffects

Documentation

- Notion
- Keynote
- Confluence

Task tracking tools

- Jira
- Trello
- Azure DevOps