

Viktoryia Kartynnik

PRODUCT DESIGNER

ABOUT

Specialist in making complex B2B SaaS products feel simple — AI-generated reports, multi-variable dashboards, and 800K-user platform redesigns. 4+ years owning design end to end across web and mobile — from user research and wireframing through design systems and developer handoff.

EXPERIENCE

SmallTalk2Me

Oct 2024 – Present

Product Designer · Contract · Remote

AI-powered English learning · B2B/B2C · 2.5M+ learners

- Led end-to-end UX/UI in Figma for AI Reports system — distilled 25 speech parameters into readable dashboards for 2.5M learners and HR stakeholders; shipped across B2B and B2C segments
- Designed monetization flows in cross-functional agile team; drove +15% lift in user conversion
- Designed B2C giveaway campaign — visual system, landing page, and UGC tracking; generated 10K+ submissions and +20% lift in trial sign-ups
- Built and maintained scalable Figma design system covering responsive web and mobile

GanttPRO

Jun 2021 – Sep 2023

Product Designer · Full-time · **Sole designer**

SaaS project management · 800K+ registered teams

- Led 2-year full-platform redesign in Figma (web + mobile) as sole designer; drove +25% mobile downloads and +20% user satisfaction
- Designed cross-platform mobile app (iOS & Android) from scratch in Figma — developed personas, documented 40+ edge cases, built company's first mobile design system, led full developer handoff
- Reduced bounce rate 8% through iterative wireframing, prototyping, and usability testing across 800K+ users; audited 5 competitors, tested 3 directions before committing
- Collaborated with product and engineering across agile sprints; contributed to +20% improvement in user satisfaction scores

Freelance

Jan 2021 – Sep 2021

UX/UI Designer · Self-employed

- Delivered end-to-end responsive web and mobile design; boosted engagement by 20% via A/B testing and increased retention by 15% through usability-driven iterations

Career Break — Relocation from Europe to United States · Oct 2023 – Nov 2024

Prior: Co-Founder & Ops Director · Bonito Model School · Lead Project Manager · Sette Studio · 2016–2020

EDUCATION

B.S. in Business and Management

Brest State Technical University

SKILLS

Process — Product Design · UX/UI · End-to-End Design · Wireframing · Prototyping · User Research · Usability Testing · Design Systems · Information Architecture · Persona Development · Journey Mapping · A/B Testing · WCAG · Agile/Scrum · Developer Handoff · Cross-Functional Collaboration

Tools — Figma · FigJam · Miro · Maze · Amplitude · Hotjar · Google Analytics · Jira · Confluence · Zeplin · ProtoPie