Mykhailo Yermolenko

Web & Product Designer

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Professional Summary

Web & Product Designer combining UX research, product strategy, interaction design, visual systems, and production implementation. I connect user needs and business objectives to measurable roadmaps, responsive Figma prototypes, and accessible web experiences. My background in startup development, marketing collaboration, and React and TypeScript implementation helps me carry ideas from validation through polished delivery.

Professional Experience

Soily.World

Digital Design & External Relations Lead | 2024 - Present

- Lead product discovery, UX research, digital design, website delivery, and external communication for an early-stage ag-tech company.
- Connect user evidence, market research, business objectives, and measurable company goals to product roadmaps, interface priorities, and communication strategy.
- Designed and developed the company website from information architecture and responsive Figma concepts through interaction, animation, accessibility, and performance optimization.
- Created the visual identity, logo, brand book, reusable Figma components, documentation, and approximately 10 communication templates.
- Collaborate across product, marketing, and business-development work to align website experiences, investor materials, presentations, and event collateral.
- Led the application, pitch deck, and admission pitch that secured acceptance into the Tehnopol Startup Incubator; also created and delivered the pitch that placed Soily.World among the Top 25 finalists at sTARTUp Day.
- Use AI-assisted research, prototyping, implementation, testing, and iteration workflows to move validated concepts toward polished web output.

Turbo ZNO

Art Director & Graphic Designer | 2022 - 2024

- Established and led the school's design function, defining the visual system used across websites, marketing, educational products, and communications.
- Started as the hands-on lead designer, personally producing approximately 50-60% of design output before expanding and directing the broader team.
- Created reusable design systems and templates used by designers, SMM specialists, marketers, and educational staff across approximately 12 simultaneous product launches.
- Designed a structured creative-request workflow that standardized briefs, deadlines, approvals, and task tracking between rotating marketing teams and designers.
- Led the design function during the school's growth to seven-figure turnover between 2022 and 2024.

Independent
Web & Visual Designer, Part-time | 2023 - Present

- Completed up to approximately 15 client engagements across web design, branding, print, promotional materials, motion, and video.
- Translate business requirements into information structures, Figma concepts, responsive interfaces, and interactive web implementations.
- Created website concepts, visual identities, logos, brochures, publishing materials, event graphics, and promotional assets for clients across multiple industries.
- Created event branding, video, photo, and print materials for a meat-industry exhibition attended by approximately 500-1,000 people.

Selected Projects

Soily.World - Product discovery, UX research, business planning, identity, responsive website design and development, investor materials, and cross-functional delivery.

Turbo ZNO - Multi-product design system, responsive website, marketing workflow, and team enablement for an online school.

Saldo - Business website UX/UI and responsive visual design for an accounting-services company.

Gravimed - Healthcare website UX/UI; **PulseGrowth** - editorial brochure design; **Good Karma AI** - landing-page design.

Professional Development

Tehnopol Startup Incubator | 2024 - 2025
Six-month accelerator and growth programme covering product strategy, business models, marketing, investor readiness, pitching, and international growth.

Tartu Science Park | 2024 - 2025
Startup growth, business development, external communication, and investor readiness.

Skills

- **Product discovery:** UX research, idea validation, user and market evidence, business-goal alignment, KPI definition, product roadmaps, usability testing, and stakeholder communication
- **Web and interaction design:** Information architecture, user flows, responsive web design, interaction design, motion, micro-interactions, and rapid prototyping
- **UI and design systems:** Figma, component libraries, reusable templates, visual hierarchy, typography, documentation, and brand systems
- **Production implementation:** React, TypeScript, HTML, CSS, GSAP, Framer, API integration, Git, responsive implementation, and performance optimization
- **Accessibility:** WCAG 2.2 AA-oriented design and implementation, selected AAA practices, EAA and EN 301 549 awareness, semantic structure, and keyboard-accessible interfaces
- **Product quality:** Core Web Vitals, accessibility auditing, functional E2E testing, link health, markup validation, dynamic security testing, and visual regression
- **AI-enabled delivery:** AI-assisted research and development, AI-native prototyping, retrieval-augmented generation (RAG), agentic workflows, model evaluation, and automated verification
- **Visual production:** Adobe Creative Cloud, editorial layout, motion graphics, campaign and event assets, print production, color management, preflight, and PDF/X

Languages

Ukrainian and Russian - Native; English - C1, full professional proficiency (IELTS Academic 7.5); Estonian - B1+, progressing toward B2