

Serhii Makitruk

Senior UI/UX designer

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Skills

UI/UX design	Desktop & mobile design	Responsive & adaptive design
User research & Analysis	Accessibility compliance	Digital analytics & metrics
Wireframing	Critical Thinking	Customer-Centric Mindset
Interactive prototyping	LeanUX methodologies	English level: B2-C1

Recent Experience

Swiss Timing
Limestone Digital
UI/UX Designer
2024

The project focused on creating an innovative concept product for Olympic Games commentators in Paris, utilizing AI to enhance data analysis and presentation. This was a two-month project that delivered a cutting-edge solution.

Key Tasks & Components:

- **AI Integration:** Leveraged AI to analyze live sports data and display detailed insights on tablet screens.
- **User Interface Design:** Designed a modern, user-friendly interface specifically for tablet use.
- **Data Story Implementation:** Translated extensive scenarios and data stories into an intuitive UI for improved commentator performance.
- **Enhanced Audience Engagement:** Enabled commentators to provide detailed, insightful analysis of athletic performances, beyond just basic results.

Kaleris
Limestone Digital
UI/UX Designer
2023 – 2024

Over the course of more than a year, I served as an outstaff UI/UX designer for Kaleris, a leading US logistics company, where I played a pivotal role in developing and refining their interface. Beyond standard design tasks, I focused on creating a user-centric experience that enhanced operational efficiency and reduced errors.

Key Achievements & Contributions:

Product Module Development: Led the design and creation of a new product module, significantly expanding the company's digital offerings.

Impactful Design Metrics:

- 87% of users reported benefits from the updated design
- Task completion speed increased by 36%
- Error rates decreased by 68%
- Onboarding speed improved by 33% compared to the previous design.

Business Impact: Delivered a design proposal that secured a multi-million-dollar contract with a global company, aligning with modern UI/UX standards and industry trends.

Efficiency & Productivity Gains: The redesigned interface streamlined workflows, reduced costs, and boosted overall productivity, establishing a new standard for innovation and excellence in UI/UX design within the company.

EPC Network
UI/UX Designer
2020 – 2022

At EPC Network, I modernized an outdated workflow, making it more efficient and user-friendly. My efforts led to a 2x reduction in user journey time and improved transitions between product sections.

Key Contributions:

- **UX Research:** Identified and addressed key user pain points, aligning design with user expectations.
- **Atomic Design System:** Created an extensive Figma design system with over 1,000 components, ensuring consistency across products.

The result was a modern interface that met business needs and significantly enhanced the user experience.

See LinkedIn

This CV includes only recent positions. For a full overview of my experience, please visit my [LinkedIn profile](#).

Education

Kyiv National University Of Culture & Arts
Master diploma
2010–2011

Types of online education and their further development I used as a master's thesis. I researched public online educational platforms available to students online. Evaluated the effectiveness of training and predicted the further development of online education in the world.