

POLINA LIVSHITZ

UX/UI and Product Designer



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Bat Yam, Israel

PROFESSIONAL SUMMARY

UX/UI and Product Designer with 20 years of experience turning business goals into user-first designs.

Lifelong learner and problem-solver delivering end-to-end product design enhanced by AI, collaboration, and iteration. Combines design sensibility with a UX mindset, communicates complex ideas simply, and always maintains a sharp eye for detail.

Proven impact across e-commerce, SaaS, finance, and B2B projects – boosting conversions by up to 550% and revenue by 304%.

WORK EXPERIENCE

Independent Designer & Health-Focused Entrepreneur

Self-employed | 2022-2025

- Freelanced on UX/UI design projects, enhancing workflows through AI-powered tools.
- Recently launched WellnessVibePrints on Etsy, designing tools for healthy living.

UX/UI Designer / Product Designer

FinTech Company (Long-term contract under NDA) | 2021-2023

- Reviewed and optimized a fintech platform to improve usability and user experience.
- Created and maintained a comprehensive design system and copy guidelines to ensure consistency across products.
- Collaborated with cross-functional teams to implement improvements.
- Contributed to the launch of 9 fintech products in 7 months, generating 90% of revenue and helping the company reach breakeven earlier than expected. Acquired more than 10,000 users at a CAC below the industry average, with promo CTRs reaching 15% for cold audiences. The first product launch generated \$300,000 in one month with zero promo costs.

UX/UI Designer / Product Designer

Self-employed | 2019-2021

- Freelanced on UX/UI design projects.
- Led the end-to-end development and design of an Amazon Private Label product.
- Studied nutrition and lifestyle medicine, and managed a health-focused blog.

Conversion Optimization UX/UI Designer

CRO Company (Long-term contract under NDA) | 2013-2019

- Performed market and user research.
- Developed emotional strategies and applied them in UX/UI design to optimize conversions.
- Full cycle design ownership from research to A/B testing and iteration.
- Some achievements in numbers: +550% e-commerce conversions, 6X mobile revenue, +316% growth for online software, +304% uplift for a dating platform, +300% revenue in finance, +117% e-commerce revenue, +78% B2B conversions, and +65% software revenue.

Marketing Designer | Bidalgo | 2013

Produced banners and visuals for Facebook campaigns across multiple client accounts.

Web Designer | IGMD | 2013

Created landing pages and banners for gaming and financial trading platforms.

In-House Designer | iOption | 2011–2012

Designed web, marketing, branding, and product materials for a financial trading company.

Freelance Designer | 2005–2011

Gained practical experience during studies. Specialized in full-cycle web design — including front-end coding and coordination with clients and developers — as well as branding & identity.

HARD SKILLS

- Figma
- Adobe Photoshop, Illustrator, InDesign
- AI tools: ChatGPT, Perplexity, Recraft, Canva, FlexClip etc.
- AI prompt engineering
- HTML/CSS; Basic coding in Pascal, ActionScript, PHP, JavaScript, Python
- Data analysis with Google Analytics, eRank, Excel
- Market and user research > Emotional strategy building
- Conversion Rate Optimization (CRO)
- Creating and maintaining design systems
- Copywriting
- Hand-drawing & painting

SOFT SKILLS

- Proactive and self-motivated
- Collaborative with a positive, respectful attitude
- Adaptable and curious to learn
- Responsible and organized
- Efficient and focused

EDUCATION

Moscow Institute of Art and Industry | **Bachelor of Design, Graphic Design** | 2007 - 2011

LANGUAGES

English (Proficient), Hebrew (Advanced), Russian (Native), French (Elementary), German (Beginner)

REFERENCES

References available upon request

PORTFOLIO

polinalivshitz.com