

POLINA LIVSHITZ

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PROFESSIONAL SUMMARY

- **UX/UI Designer** with proven experience leading **end-to-end product design** across various **B2B and B2C** markets.
- Driving **user-centric experiences** from **user research**, **wireframing**, and **prototyping** through **A/B testing** and **iteration**, while accelerating workflows with **AI tools** and cross-functional **collaboration**.
- Implementing **UX optimization strategies** — including **data analysis**, **intuitive design** aligned with **WCAG**, **usability testing**, and **content strategy** — to **build trust**, **improve conversion rates**, **user engagement**, and ultimately **drive revenue**.

WORK EXPERIENCE

2023–2025: **UX/UI Product Designer — Well-Being Industry**

- Conducted user research and data analysis to improve user experience in Well-Being products.
- Designed end-to-end user-first experiences, enhancing workflows with Generative AI tools like ChatGPT, Gemini, Midjourney, Recraft and Figma Make.
- Created frameworks for Amazon Private Label full product life cycle, spanning from niche research and user persona development through product design workflow to marketing campaign strategy.

2022–2023: **UX/UI Product Designer — Leading Global FinTech Company (under NDA)**

- Drove high-level UX strategy for digital B2C financial products by conducting expert review (heuristic evaluation) and optimizing information architecture (IA).
- Established and maintained a design system, including UI components and content guidelines.
- Designed user flows from wireframes to pixel-perfect prototypes using Figma.
- Constantly collaborated cross-functionally with Development, Product, and Marketing teams to ensure alignment and efficient delivery.
- ✓ Contributed to the launch of 9 fintech products generating 90% of company revenue.
- ✓ The first product reached \$300K in one month with zero promo budget.
- ✓ Achieved early profitability, 10K new users, and a CAC below industry average.

2014–2022: **CRO & UX/UI Designer — Global B2B CRO Company (under NDA)**

- Led Conversion Rate Optimization (CRO) projects for global B2B and B2C clients across diverse sectors, including eCommerce, SaaS, finance, software, and gaming.
- Owned the full design cycle — from research to A/B testing and iteration.
- Developed data-driven UX strategies leveraged by usability testing and user behaviour studies.
- Designed interfaces utilizing tools like Photoshop, Illustrator, InDesign, HTML, and CSS.
- ✓ Achieved significant business growth: 416% SaaS sign-ups, 404% dating app revenue, 400% finance revenue, 178% B2B revenue, 165% software conversions, and 650% e-commerce revenue.

2013–2014: **Marketing Designer — Bidalgo**

2011–2012: **Web Designer — iOption**

SKILLS

- **Design & Prototyping:**
Adobe Photoshop, Illustrator, InDesign, Figma & Figma Make
- **AI Tools:**
ChatGPT, Gemini, Perplexity, Midjourney, Recraft, FlexClip, Generative AI, Prompt Engineering
- **Development:**
HTML, CSS
- **Data Analysis:**
Google Analytics, eRank, Excel, Conversion Rate Optimization, A/B Testing

EDUCATION

2011: **Bachelor of Graphic Design** | Moscow Institute of Art & Industry

2014: **Visual Communication Studies** | Avni Institute of Art & Design – Open University

Psychometry: **687**

LANGUAGES

English (Very High) | Hebrew (Very High) | Russian (Native) | French & German (Mid)

PORTFOLIO

polinalivshitz.com