



Anastasiia Kucherenko

I am an ambitious **Digital Designer** with over 5 years of related experience.

My main focuses are **UI/UX, Product and Brand Design Development.**

EXPERIENCE

01

2024 - Present Freelance

HEABIT (STARTUP PRE-LAUNCH)

UI/UX Designer

- Curated and Created a Social Media Brand Identity for Heabit
- Created Interfaces and Prototypes for the future website
- Producing and Managing all Digital Design Assets for launching them all over different platforms
- Curating User Interviews and Developing Experience Design Strategy

2023.02 - 2024.10

Axel Springer CS

UI/UX Designer

- Focused on web design, creating user-centric interfaces and interaction prototypes for clients like BOSCH, MAN, Bayer, CLAAS etc.
- Conducted user research and testing to ensure intuitive, user-friendly designs.
- Produced digital articles and designed content for social media and banners.
- Developed responsive layouts and interactive components for enhanced user engagement.

2022.02 - 2023.02

LOQI gmbh

Brand Designer and UI/UX Designer Internship

- Contributed to product design, web design, and content creation, including animations.
- Focused on social media channels and assisted in creative direction.
- Developed engaging visual content and ensured brand consistency across all platforms.
- Enhanced the overall brand presence through cohesive design and strategy.

2018 - 2022

Vogue Ukraine

Freelance Visual Content Editor and Graphic Designer

- Curated and edited visual content, ensuring high-quality and cohesive presentation across digital and print platforms.

EDUCATION

02

2021-2024

BTK university of Applied Sciences: Visual Communication Design BA

Graphic design,, UI/UX design, Product Design and Management, Interaction Design, Art direction, Space Design, Illustration, Coding, Art Management, Typography, Sociology, Analytics, Project Management, Art Law

SKILLS

03

- ADOBE CC
- Figma/ FigJam
- WebFlow
- Sketch
- Microsoft Suit
- WordPress
- Stable Diffusion Mid
- Comfy UI/ Midjourney
- A/B testing
- Interviewing
- Persona Development
- Interactive Elements
- Feedback Collection
- Storyboarding
- Sitemapping

LANGUAGES

04

- English - Fluent
- Ukrainian - Native
- German - A2
- Spanish - A2

CONTACTS

05

[NKIKIKO.COM](https://nkikiko.com)

[LINKEDIN](#)

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