

Natalia Yushkevych

Senior Brand & Digital Designer | Healthcare & Wellness

nat.yushkevych@gmail.com | 416-705-7868 | Oakville, ON, Canada

Portfolio: nat.yushkevych.com | LinkedIn: linkedin.com/in/natalia-yushkevych

SUMMARY

Senior designer with 15+ years across product, web, and brand, and seven of them in healthcare — fertility, dental, and DTC performance medicine. I work end to end: competitive and behavioural research, information architecture, content, high-fidelity design, and in some cases the build itself. I structure that work as systems rather than one-off deliverables, and a thread runs through all of it: turning complex processes, whether clinical, biological or industrial, into sequences people can follow. Recent work spans a full brand and digital transformation for an international fertility network operating across three countries, and a scalable system of 40+ conversion-focused pages for a DTC healthcare brand.

CORE SKILLS

Brand and Visual: Brand identity, brand books and guidelines, visual systems, typography, layout, art direction, campaign visuals, social media design, AI-directed imagery.

Growth and Web: Landing page design and optimisation, conversion flows, funnel structure, responsive web design, UX writing and performance copy, competitive research, A/B test design.

Product and UX: Information architecture, user flows, wireframing, responsive and mobile design, interaction design, prototyping in Figma and in code with Claude Code and Figma Make, usability and behavioural analysis, design systems, component libraries.

Ways of working: Cross-functional collaboration, developer handoff, remote and distributed teams.

TOOLS

Figma, Unbounce, Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects), WordPress (Elementor), Microsoft Clarity, CapCut, Canva. AI-assisted design and prototyping: Claude Code, Figma Make, Midjourney, Firefly, Gemini, ChatGPT, Sora, Runway.

PROFESSIONAL EXPERIENCE

Web Designer, Landing Page and Growth Track

Maximus Health, Inc. — DTC Healthcare and Performance Medicine | California, USA (Remote) | March 2026 – August 2026

Sole designer on the landing page track, owning research through build.

- Designed and shipped **40+ performance landing pages in six months** within the existing design system, across products, campaigns, audiences, and marketing angles.
- Built **page structures and information architecture** from competitive research and behavioural data rather than supplied briefs; wrote performance-focused headlines, benefit copy, and objection handling for the pages I designed.
- Analysed user behaviour in **Microsoft Clarity** (session recordings, heatmaps, scroll patterns, interaction failures) and translated findings into structural changes to hierarchy and conversion flow.
- Designed layouts carrying clinical study data, dosage tables and FDA-required disclaimers, keeping regulated content legible without undermining conversion.
- Designed modals, multi-step quizzes, pop-ups and interactive calculators as qualification flows ahead of lead capture, plus selected mobile app screens.
- Migrated legacy pages to the current design system, auditing existing structure and mapping it to current components.
- Built and published a share of pages directly in **Unbounce**, from structure through responsive QA; delivered the rest as **Figma** designs with responsive specs and component states.
- Generated and art-directed all **AI-based imagery** inside brand and medical guidelines, and prototyped in code with **Claude Code** and Figma Make to test ideas before committing to a design.

Case study: nat.yushkevych.com/maximus-health-case

Senior Designer

YOUproduction Creative Studio | Oakville, ON, Canada | November 2024 – February 2026

- Designed scalable brand and digital systems for **20+ clients** across web, social, and marketing channels.
- Architected and implemented a modular design system and template library, reducing asset production time and streamlining collaboration for distributed remote teams.
- Introduced AI-assisted workflows, cutting concept-to-approval time by **40%** and expanding creative capacity for high-volume client deliverables.

- Briefed and reviewed the work of two other designers — setting the task, giving feedback, and deciding when a piece was ready before it went to the client.
- Edited and animated short-form video for social across client brands — shot footage, stock, text animation, and versioning across platforms and aspect ratios.
- Designed and built the studio website, aligning brand positioning with a conversion-focused digital structure.

Senior Designer — Brand, Web and Product

IVF-Life Group, International Fertility Clinics | Alicante, Spain | March 2022 – October 2024

Sole designer for the group across **three brands and three audiences** (patients, clinicians, and donors), covering product, web, brand, campaign, and print.

- Designed a **mobile donor-selection app** end to end: a twelve-step flow with screens and interaction patterns that let patients complete a high-stakes, emotionally loaded medical decision remotely, using photographic selection instead of text and a priority-ranking step for the clinical team.
- **Rebranded IVF-Life from IVF Spain**, moving the group from a single-country name to an international identity, and built the brand book and guidelines behind it.
- Built the **brand architecture for IGLS**, the group's genetics laboratory: a master brand with four trademarked diagnostic sub-brands, plus the scientific communication system explaining each test to both clinicians and patients.
- Created **Ovodona**, the donor recruitment brand, in a deliberately separate register for an audience of women aged 18–30.
- Redesigned the multi-market web experience, restructuring how treatment options, pricing and clinical information were presented at different decision stages.
- Delivered print and large-format production across four markets: catalogues, brochures, press advertising, exhibition stands, and clinic environmental graphics, including prepress and press.

Lead Designer — Brand, Web and Digital

Orthognatika Dental Clinics | Odesa, Ukraine | June 2019 – February 2022

Established and ran the design function for a multi-clinic medical network with no prior in-house designer.

- Built the **brand architecture for four business units**: adult clinic, paediatric clinic, educational centre, and Orthostage, a B2B orthodontics course sold to practising dentists with its own commercial identity.
- Designed and launched **three interconnected websites** routing visitors by audience before service, each inheriting the same design system in a different register.
- Rebuilt the information architecture and booking flow, contributing to a **35% increase in bookings** and **25% more patient inquiries**.
- Led a complete brand and digital ecosystem redesign, from identity through clinic environment and print.
- Built and ran the social presence as part of the same system, growing audience by **67%**.

Product Designer

Smachnogo.ua, Food Ordering Platform | Odesa, Ukraine | January 2017 – June 2019

- Designed UI/UX for web and mobile ordering flows; improved conversion through prototyping, testing, and iterative refinement.
- Built a cross-platform design system and shipped consistent experiences in collaboration with product managers and developers.

Co-founder & Brand Designer

Want&Dot Jewellery | Odesa, Ukraine | 2015 – 2017

Co-founded a silver jewellery brand and ran it for two years, **through to a successful sale of the business**.

- Built the brand end to end: identity, packaging system, e-commerce site, campaign materials, and photo and video art direction.

Senior Graphic Designer

Patron Creative Group Advertising Agency | Odesa, Ukraine | 2009 – 2015

EDUCATION

UI/UX Design Pro (Advanced) — IT School Hillel

Master's Degree in Business Management — Odesa I. I. Mechnikov National University

LANGUAGES

English (C1), Ukrainian (Native), Russian (Native), Spanish (B1)