# Natalia Yushkevych

Senior Designer | Brand, Web & UI/UX

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## SUMMARY

Senior designer with 15+ years across brand, web and UI/UX. Designs brand identity and architecture, brand books and guidelines, websites and landing pages, campaign and print. Writes guidelines a team can apply on its own. Used to working closely with marketing, product and development teams. Has designed two master-brand-plus-sub-brand architectures from scratch, and most recently shipped 40+ conversion-focused pages in six months for a DTC telehealth brand.

## CORE SKILLS

**Brand and Visual:** Brand identity, brand architecture, 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, content structure and messaging hierarchy, 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:** Close collaboration with product, marketing and engineering teams, design reviews and feedback, developer handoff and implementation support, stakeholder presentation, remote and distributed teams.

## TOOLS

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

## PROFESSIONAL EXPERIENCE

### Web Designer

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

Designer on the landing page track, working with marketing, product and development teams from brief through to launch.

- Shipped **40+ performance landing pages in six months** within the existing design system, across products, campaigns, audiences and marketing angles.
- Designed **page structures and information architecture** from the campaign brief, competitive research and behavioural data, and created headline and messaging variants for testing.
- Analysed user behaviour in **Microsoft Clarity** (session recordings, heatmaps, scroll patterns, interaction failures) and translated findings into structural changes to hierarchy and conversion flow.
- Laid out clinical study data, dosage tables and FDA-required disclaimers, keeping regulated content legible without undermining conversion.
- Designed modals, a multi-step quiz, 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.
- Delivered pages as **Figma** designs with responsive specs and component states for development, and built a share of them directly in Unbounce where that was faster than a handoff.
- 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.

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

### Senior Designer

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

- Designed brand and digital systems for **20+ clients** across web, social media, campaign and video.
- Built a modular design system and template library, reducing asset production time and streamlining collaboration for distributed remote teams.
- Integrated generative AI into the studio's concepting and production workflow — imagery, visual exploration and early drafts — shortening the path from brief to client approval.
- 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.
- Built the studio website, aligning brand positioning with a conversion-focused digital structure.

### Senior Designer — Web, UI/UX and Brand

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

Designer for the group across **three brands and three audiences** (patients, clinicians and donors), covering web, product, 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.
- Designed 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.

### Senior Designer — Brand, Web and Digital

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

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

- Built the **brand architecture for three business units**: adult clinic, paediatric clinic, and Orthostage, an educational centre running B2B orthodontics courses for practising dentists, with its own commercial identity.
- 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.
- Designed and ran the social presence as part of the same system, growing audience by **67%**.

### UI/UX Designer

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

- Designed UI/UX for web and mobile ordering flows, including the merchant-facing interface restaurants used to manage menus and orders.
- Built a cross-platform design system and shipped consistent experiences with product managers and developers.

### Brand Designer

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

- Designed 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

- Worked across a broad client base: identity and logo design, brand books, print and packaging, catalogues, flyers and outdoor advertising, from concept through prepress and press.

## 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)