



Yana Bicheva, UX/UI designer

Portfolio: bicheva.design

Email: yyanvar@gmail.com

Phone: +372 5395 2897

Linkedin: linkedin.com/in/yana-bicheva-0357a19b

Description: As a Senior UX/UI Designer with over 10 years of experience, I bring a deep passion for crafting intuitive, user-centered designs that make a real impact. My approach is rooted in careful attention to detail, ensuring each element serves the user’s needs while enhancing the overall experience. I thrive on transforming complex ideas into seamless, beautiful interfaces that users love and clients appreciate.

TOOLS

- Figma
- Figjam
- Adobe XD
- Adobe Photoshop
- Adobe Illustrator
- Sketch
- Frontify
- InVision
- Miro
- Jira
- Confluence
- UserTesting

INDUSTRIES

- Logistics
- Healthcare
- FinTech/Baking
- Insurance
- SaaS
- SoMa
- HoReCa
- Real estate
- Specialized fields (like touchless technology, RFID and mixed reality ecosystems)

LANGUAGES

- English – B2 (upper-intermediate)
- Ukrainian – native
- Russian – native

EDUCATION

S.Kuznets Kharkiv National University of Economics, Ukraine

Master’s Degree
2010-2012

S.Kuznets Kharkiv National University of Economics, Ukraine

Bachelor’s Degree
2006-2010

WORK EXPERIENCE

birkle IT Senior UX/UI designer, UX manager

FEB 2023 - PRESENT, ESTONIA

- Lead and oversee UX design processes, ensuring alignment with business goals and user needs;
- Develop and implement UX strategies to improve product usability and engagement;
- Manage and mentor the design team, supporting their growth and professional development;
- Collaborate with cross-functional teams, including product, marketing, and engineering, to drive design excellence;
- Define and maintain UX guidelines, standards, and best practices for consistency;
- Present design concepts and strategies to stakeholders, gaining buy-in and feedback;
- Balance business objectives with user needs, ensuring a seamless and effective user experience

Mobidev Senior UX/UI designer

MAY 2016 - OCT 2021, UKRAINE

- Creating full-fledged design solutions for web apps, mobile apps (native & cross-platform), websites (responsive & adaptive), enterprise systems;
- Design audit, redesigning of existing products, and writing recommendations for improvements (based on best practices);
- Detailed time estimation, direct communication with stakeholders;
- BA-thinking approach while processing requirements, presenting design solutions;
- Mentoring (about 1,5 years);
- Interviewing (as a technical expert, about 1,5 years);
- Pre-sale activities;
- Design estimation;
- Design management (onboarding, guides, and design-articles writing).

Pabowl startup Web designer

FEB 2014 - MAY 2016, UKRAINE

- User interface design across web devices;
- Responsive web design;
- UI style guides preparation;
- Clarification of requirements and estimation of the design stage of the project;
- Graphic, marketing materials, and branding preparation.

Kharkiv National University of Economics Assistant

APR 2012 - DEC 2013, UKRAINE

- Visual design assistant at Department of Marketing and Corporate Communication