

Yuliia Yaroshyk

UI/UX & Product Designer

Professional Summary

UI/UX & Product Designer with 4+ years of experience in B2B SaaS for HoReCa and retail — POS, KDS, Self-Ordering Kiosk, and online ordering platforms.

My approach: making complex things feel simple — and human. I combine research-driven decisions with a hands-on, full-cycle design process — from competitor analysis and UX research to shipped UI.

Currently building my own AI-powered product (Diary AI) end-to-end — including conducting user interviews, validating the idea, and implementing with Claude Code.

Professional Career

Diary AI Startup (name in progress) - Founder / Product Designer

2026 - present (ongoing personal project)

Responsibilities:

- Ounding and leading product design for a web app, currently in the validation stage.
- Conducting interviews and surveys with 30+ people to validate the product idea and identify user pains and needs.
- Building the first working prototype with Claude Code to present to users and gather feedback.
- Developing product hypotheses and business model as part of full-cycle ownership.

IamDigital - UI/UX Designer

05/2021- 07/2026

Responsibilities:

- Owned end-to-end UX for three interconnected B2B products (POS, KDS, Self-Ordering Kiosk) — from research and competitor analysis through developer handoff.
- Designed an online ordering flow based on client requirements, including UX research and flexible, configurable UI components in the admin portal.
- Redesigned complex staff-facing flows (order creation, modifier logic, checkout, table management), turning operational complexity into interfaces that just work.
- Built and maintained a design system across products, enabling faster, more consistent design and development.
- Introduced AI-assisted workflows into the team's design process.
- Iterated on design based on ongoing feedback from the team and product owner, improving usability and reducing friction in key workflows.
- Collaborated cross-functionally with dev teams and stakeholders to align UI with brand and business goals.

Additional Information

I enjoy drawing as a hobby sketches, watercolor, and plan to write a book someday. I love nature and mountain hiking, having summited 7 peaks, and stay active with pilates, barre, and stretching.

📍 Dnipro / Ivano-Frankivsk, Ukraine

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🌐 [LinkedIn](#)

Portfolio Links

[My Site](#)

[Behance](#)

[Dribbble](#)

Skills

- Research & UX Design
- AI Prototyping
- Visual Design
- Product Design
- AI Design

Professional Tools

- Figma
- Claude/Claude Code
- Perplexity
- AI tools (Reve, Recraft etc)

Language Skills

- Ukrainian - native language
- English - Intermediate (B1-B2)

Education

Projector Institute

Build Startup with AI - 2026

Cases Creative Practice

UI/UX Design - 2025

Designly

UX Design: Medium - 2024

Art Craft

Digital Drawing - 2023

Professional Certification "Google UX Design"

UX Design - 2022

Certifications

- Build Startup with AI (Projector Institute, 2026)
- UX/UI and Web Design (Cases Creative Practice, 2025)
- UX Design Medium (Designly, 2024)
- Google UX Design (Coursera, 2022)