



Yurii Fokin

Lead UX Designer · 9 years of experience

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Portfolio
yuryury.com

Location
Batumi, Georgia · open to EU/US remote

Experience

Lead UX Designer at DXC Luxoft, client Halliburton February 2023 – Present · ~3.5 years
(remote)

- Defined UX strategy aligning between user and business sides;
- Led end-to-end product design process from discovery to delivery;
- Conducted user research, forming persona groups, user journey maps and user flows;
- Collaborated with cross functional teams;
- Hired, onboarded and mentored designers, resulting in 2 promotions to Mid and Senior levels;
- Developed AI-generated and Figma prototypes, including wireframes and mockups;
- Built design system, ensuring scalability and consistency across projects;
- Planned and conducted usability testing and feedback sessions;
- Implemented task-tracking board, improving cross-team visibility;
- Organized and conducted team building events “UX coffee” for design department (20+ designers);

Senior UX/UI Designer at Omure, NY USA December 2021 – December 2022 · 1 year
(remote)

- Conducted user research at all stages of the project;
- Analyzed competitors and comparative analysis based on competitors;
- Created user personas and conducted in-depth user interview;
- Formed user stories;
- Created CJM customer journey maps;
- Supported design system;
- Created wireframes and mockups;
- Created lo-fi & hi-fi prototypes;
- Conducted usability testing.

Lead UX/UI Designer at Naya, Dubai UAE (office) December 2020 – November 2021 · 1 year

- Managed a team of 2 designers;
- Conducted UX research at all stages;
- Ran competitor analysis;
- Designed and tested an interactive prototype;
- Created the UI design for the mobile application;
- Designed the web version of the mobile application;
- Developed design system;
- Created the branding for the program;
- Supported the development process;
- Supported the QA team;
- Mentored juniors.

Junior › Middle › Senior UX/UI Designer at Synergize, Ukraine (office) November 2017 – October 2020 · 3 years

Designed:

- sites;
- applications;
- dashboards;
- logos;
- identity and branding.

Analyzed:

- target audience;
- the market;
- competitors.

Education

National Technical University of Ukraine — Software Engineering
September 2015 – July 2019

Skills

- **Design team management** (hiring and onboarding, personal development plan, mentoring, task management, 1-to-1s and team calls; Scrum meetings — sprint planning, reviews, retrospectives; Kanban board and backlog refinement)
- **Discovery & Research** (UX strategy, interviews, surveys, usability testing, early and post-launch research, A/B testing, user personas, CJM customer journey map, user flows, information architecture)
- **Market analysis** (direct/indirect competitor analysis, comparative analysis, SWOT)
- **Collaboration with cross functional teams** (collaboration with devs, brainstorm and workshops with PO, task tracking with PM, aligning with marketing, delivering to client)
- **Design system architecture** (architecture, variables, tokens, components, layouts)
- **Analytics** (Google Analytics, RevenueCat)
- **Wireframes and mockups**
- **Lo-fi & hi-fi prototypes**
- **Generative AI tools** (Claude Design, Claude Code, Skills)
- **Web and app development** (websites and mobile apps built and shipped to the App Store with Claude Code)

Languages

English — Advanced

Ukrainian — Fluent

Certificates

- [Google AI Professional Certificate](#)
- [Leadership Academy Advanced](#)
- [Leadership Academy Core](#)
- [Conduct UX Research and Test Early Concepts](#)
- [Create High-Fidelity Designs and Prototypes in Figma](#)
- [Agile Project Management](#)
- [Start the UX Design Process](#)
- [Build Wireframes and Low-Fidelity Prototypes](#)
- [Build Dynamic User Interfaces \(UI\) for Websites](#)

Credentials in LinkedIn