



Yurii Fokin

Lead UX Designer · 9 years of experience

LinkedIn
[linkedin.com/in/yuryury](https://www.linkedin.com/in/yuryury)

Email
yuryuryury@icloud.com

Phone
[+380 68 966 31 68](tel:+380689663168)

Website
yuryury.com

Experience

Lead UX Designer at Luxoft (remote)

February 2023 – Present · 3+ years

- Led end-to-end UX design strategy from discovery and research to delivery and design system;
- Implemented task-tracking system, improving cross-team visibility;
- Mentored junior designers;
- Organized and conducted team building events “UX coffee” for design department (20 designers);
- Hired and onboarded designers, through technical interviews and portfolio reviews;
- Built design system, ensuring scalability and consistency across projects;
- Integrated AI-powered tools, accelerated early concept generation;
- Built and tested lo-fi and hi-fi prototypes;
- Designed mockups and wireframes;
- Conducted user research at all stages.

Senior UX/UI Designer at Omure, NY USA (remote)

December 2021 – December 2022 · 1 year

- Conducted research at all stages of the project;
- Conducted in-depth interviews with users;
- Analyzed competitors and comparative analysis based on competitors;
- Created user personas;
- Formed user stories;
- Created CJM customer journey maps;
- Helped to develop a 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;
- Made analysis of competitors;
- Designed and tested interactive prototype;
- Created UI design for mobile application;
- Designed web version of the mobile application;
- Developed design system;
- Created branding for the program;
- Supported development process;
- Helped 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.

Skills

- **Team management** (mentoring, personal development plan, hiring process, task management, 1-to-1 & team calls)
- **Collaboration with cross-functional teams** (collaboration with devs, brainstorm and workshops with PO, task tracking with PM, aligning with marketing, delivering to client)
- **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)
- **Design system architecture** (architecture, variables, tokens, components, layouts)
- **Market analysis** (direct/indirect competitor analysis, comparative analysis, SWOT)
- **Analytics** (Google Analytics)
- **Wireframes and mockups**
- **Lo-fi & hi-fi prototypes**
- **Generative AI tools** (Figma Make AI, Uizard, Galileo AI, MidJourney, AI research assistant — used to speed up the ideation process)

Languages

English — Advanced

Ukrainian — Fluent

Russian — Advanced

Certificates

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

Credentials in LinkedIn

Education

National Technical University of Ukraine — Program Engineering

September 2015 – July 2019