



# Oleksandr Zhyvobrytskyi

## UI/UX Designer

UI/UX Designer with experience in responsive web design, user-centered product design, and brand-driven digital experiences. Skilled in UX research, wireframing, prototyping, user flows, and design systems development using Figma and Adobe Suite.

Background in business management with 15+ years of entrepreneurial experience, bringing strategic thinking, market analysis, and user-focused problem-solving into digital product design.

+40 (758) 977 933

+38 (097) 753 73 73

sasha.jivik@gmail.com

[www.iamjivik.com](http://www.iamjivik.com)

[Behance](#)

[LinkedIn](#)

[Telegram](#)

### SKILLS

- User-Centered Design (UCD)
- UX Research
- Competitive Analysis
- User Flows
- Information Architecture
- Wireframing
- Low/High-Fidelity Prototyping
- Responsive Design
- Mobile-First Design
- Design Systems
- Component Libraries
- Interaction Design
- Usability Principles
- Branding
- Visual Identity

### TOOLS

- Figma
- Adobe Illustrator
- Adobe Photoshop
- Adobe After Effects
- WordPress
- Framer

### LANGUAGES

- Ukrainian – Native
- English – Intermediate

### PROFESSIONAL EXPERIENCE

#### Freelance UI/UX Designer (Remote, Romania)

Oct 2023 – Present

- Conduct UX research and competitor analysis to define product direction
- Create user personas, user flows, and information architecture
- Develop low- and high-fidelity wireframes and interactive prototypes
- Design scalable design systems and reusable UI components in Figma
- Deliver responsive, mobile-first websites and landing pages
- Collaborate with developers to ensure accurate implementation and usability consistency

#### Independent Business Owner – Retail & E-commerce (Odesa, Ukraine)

Nov 2008 – Aug 2024

- Founded and scaled apparel retail and e-commerce business
- Developed brand positioning and customer experience strategy
- Led product launches and digital sales optimization
- Applied market analysis and consumer behavior insights to business growth

### PROJECTS

#### LiMax – Landing Page (2026)

- Developed brand identity and responsive UI system
- Designed mobile-first interface and reusable components
- Implemented website in WordPress

[Website](#)

#### SOUL&SENSE – Premium Retreat Website (2026)

- Led end-to-end UX/UI process from research to launch
- Created user journeys, wireframes, and high-fidelity prototypes
- Delivered fully responsive website

[Website](#)

#### Pentarom – Corporate Presentation (2025)

- Structured information architecture and visual hierarchy
- Designed consistent presentation system in Figma

[View Project](#)

### EDUCATION

UI/UX Design – IT School GoIT (2023)

Graphic Design – IT School Lemon School (2022)

Master's Degree in Business / Managerial Economics (2003–2008)