

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.

 www.iamjivik.com

 [Behance](#)

 [LinkedIn](#)

 [Email](#)

PROFESSIONAL EXPERIENCE

Freelance UI/UX Designer (Remote, Romania)

Oct 2023 – Present

- Lead end-to-end UX/UI design process for international clients across B2B, SaaS, logistics, and corporate sectors, translating complex requirements into simple, conversion-focused digital products
- Conduct in-depth user research and competitor analysis to align business goals with user needs, reducing friction in digital user journeys
- Develop responsive, mobile-first websites, interactive prototypes, and scalable Figma design systems, accelerating development handoff by ~30%
- Create reusable UI component libraries and design tokens to maintain visual consistency and streamline future product iterations
- Collaborate with developers to ensure accurate implementation and usability consistency

Logistics Coordinator / Freight Dispatcher (UK, Remote)

Feb 2026 – Aug 2026

- Route Planning & Scheduling: Planned daily routes for drivers, making sure deliveries were on time and following driver rest/work hours rules
- Negotiating Rates: Negotiated prices and extra waiting time fees with brokers to get the best pay for each load
- Finding & Booking Loads: Searched for and booked suitable freight on online load boards to keep trucks busy and working
- Driver Support: Stayed in touch with drivers throughout the day, solved issues on the road, and kept schedules running smoothly

Founder & E-commerce Product Manager (Odesa, Ukraine)

Nov 2008 – Aug 2024

- Founded, scaled, and managed an apparel retail and e-commerce business, growing it from a local store to a profitable multi-channel brand
- Led end-to-end digital transformation, launching an e-commerce platform that increased online sales channels and expanded customer reach nationwide
- Applied user research, market analysis, and consumer behavior insights to optimize website navigation, checkout flows, and overall customer experience
- Managed product lifecycles, digital marketing strategies, and sales optimization, driving consistent revenue growth and customer retention
- Oversaw cross-functional operations, including supplier negotiations, inventory logistics, financial planning, and a team of retail personnel

PROJECTS

LiMax – Landing Page (2026)

- Developed a complete visual identity, typography system, and mobile-first UI layout for a modern brand landing page
- Conducted user flow planning and wireframing to construct an intuitive narrative flow that guides users directly toward call-to-action (CTA) buttons
- Built reusable WordPress components and UI patterns, resulting in seamless responsiveness and optimized page load performance

[Website](#)

SOUL&SENSE – Premium Retreat Website (2026)

- Led end-to-end UX/UI design process from discovery research and competitive analysis to full UI execution and launch
- Mapped out detailed user journeys, interactive wireframes, and high-fidelity prototypes in Figma to simplify booking and service exploration
- Implemented an elegant, responsive design system tailored for a premium audience, enhancing user engagement and brand perception

[Website](#)

HIBSPACK – B2B Packaging & Logistics Website (2025/2026)

- Designed and developed a responsive B2B corporate website for an industrial packaging & logistics company
- Created structured information architecture to effectively showcase complex supply chain solutions, custom engineering, and case studies
- Built scalable UI components and implemented a clean, professional web layout in WordPress

[Website](#)

Pentarom – Corporate Presentation (2025)

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

[View Project](#)

SKILLS	TOOLS	LANGUAGES
• 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	• Figma • Adobe Illustrator • Adobe Photoshop • Adobe After Effects • WordPress • Framer	• Ukrainian – Native • Russian – Native • English – Professional Working Proficiency

EDUCATION

- UI/UX Designer – IT School GoIT (2023)
- Graphic Design – IT School Lemon School (2022)
- Master’s Degree in Business / Managerial Economics (2003–2008)