

Viacheslav Liubeznov

Product Designer — UI/UX

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PROFILE

Product and UI/UX designer with a research-driven, user-centred process: user research and usability testing, journey mapping, and scalable component libraries in Figma. Comfortable taking a product from research through hi-fi prototype to developer handoff. Looking for a full-time in-house design role.

SKILLS

Research	User research, deep-dive interviews, usability testing, journey mapping, information architecture, A/B testing, heatmap analysis, WCAG accessibility.
Product & UI	Figma (auto-layout, variables, component libraries, design tokens), wireframing, hi-fi interactive prototyping, responsive design, micro-interactions, design systems.
Prototyping & AI	Prompt-to-code prototyping with Cursor and v0 (HTML5, CSS3, JavaScript, React), Framer, Webflow, AI research synthesis, rapid MVP validation.
Handoff & tools	Developer handoff specs, interaction redlines, error states, design QA, Adobe Photoshop and Illustrator, Agile/Scrum, stakeholder presentations.

EXPERIENCE

Product / UI/UX Designer — NekoNeko Digital Solutions

Freelance · Ramat Gan, Israel · March 2024 – Present

- Led product specifications and UI/UX flows for web platforms, mobile applications and landing pages, end to end.
- Ran deep-dive interviews and usability tests to resolve drop-off points, raising task success rate and cutting time-on-task by 30%.
- Built and maintained component libraries, design tokens and auto-layout structures in Figma, eliminating front-end rework.
- Analysed session heatmaps and ran A/B tests to validate hypotheses and iterate on transaction funnels.
- Delivered interaction redlines, responsive layout rules, error states and design QA directly to engineering.
- Generated responsive HTML/CSS/JS components through AI code workflows (Cursor, v0) and handled deployment and hosting.

PROJECTS

Uwupay — Payment interface & order tracking

Checkout, verification and order-tracking flow with robust failed-transaction states. Conversion +18%, task success +25%.

Veter Art Market — Marketplace redesign

Restructured catalogue IA and consolidated checkout from five steps into one responsive flow. Checkout completions +15%.

Hyena Workshop Bot — Conversational UX

Decision trees for an automated Telegram ordering bot. Cut time-on-task by 40% and raised completed orders by 20%.

Big Cleaner — Cross-platform alignment

Unified design language, touch targets and navigation across web and mobile webviews. Cut bounce rate by 22%.

Mobile Voting App — Academic UCD project

Full user-centred cycle: discovery interviews, wireframing, hi-fi Figma prototype and usability testing.

EDUCATION

Professional Certification in Graphic & Digital Design

The Open University, Ra'anana — 2023–2024

LANGUAGES

Russian — Native · English — Full Professional (C1) · Hebrew — Upper-Intermediate