

Yulia Korzh

UI/UX Designer

 [Portfolio](#)

 d35829157@gmail.com

 [Linkedin Profile](#)

 [Krakow, Poland](#)

- **Product-oriented UI/UX Designer with 8+ years of experience** designing **SaaS and eCommerce solutions** that balance business goals and user needs.
- **Skilled in UX strategy, prototyping, and design systems**, with a proven track improving key product metrics.
- As a team lead, I **help designers develop their skills and deliver consistent, data-driven design solutions**.

Work Experience

Senior UI/UX in SnapTec

2020.01 - present

Lead the end-to-end design of eCommerce and SaaS products, focusing on scalable design systems and data-driven UX improvements. **Manage and mentor a team of designers**, ensuring consistency, usability, and business alignment across digital products.

My Responsibilities:

- Led UX design for a **SaaS eCommerce website builder**, web and mobile eCommerce solutions (Android & iOS);
- Conduct **UX research, analytics, and usability testing**;
- Oversee **wireframing, interactive prototyping, and stakeholder reviews**;
- **Manage a design team**, ensuring process alignment and skill development;
- Collaborated with product managers and developers to align UX solutions with conversion and retention goals.

My Accomplishments:

- **Led UX design for a SaaS eCommerce website builder** used by online stores;
- **Developed and maintained a design system of 120+ reusable components** improving design efficiency by ~35%;
- **Created 8 responsive eCommerce templates** tailored for diverse industries and optimized for SaaS integration;
- **Delivered 50+ custom eCommerce designs**, implementing features such as AI outfit generation, loyalty programs, and optimized checkout flows.

User Experience Consultant

2017.01 - present

Provide UX strategy, research, and design consultancy for global clients, helping digital products achieve measurable improvements.

My Responsibilities:

- **Conduct UX research, audits, and usability testing** to identify growth opportunities;
- **Design user-centric interfaces for web, mobile, and CRM systems** across industries including **E-commerce, Education, Healthcare, Social Networks, and Hospitality**;
- Collaborate with founders and product teams to translate business goals into actionable UX roadmaps;
- Prepare detailed UX audit reports with prioritized recommendations.

Education

Projector / Medium UX Design, **IxDF** / User Research, **Coursera** UX Design, **Beetroot Academy** / UI/UX Design
State Banking Academy / Masters Degree. Banking.

Skills

User Research

User Interview
Survey
Desk Research
Persona
CJM
JTBD

Designing

Wireframing
Prototyping
User Interface
Design System

Language

English - B2
Polish - B1
Ukrainian - native

Tools

Figma
Miro
Notion
Framer
Sketch
Adobe XD
Photoshop
Illustrator