Maria Teslia

UX/UI Designer and Graphic Designer

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CAREER OBJECTIVE

UX/UI and Visual Designer (UI Designer) with 4+ years of experience designing high-converting, mobile-first web and e-commerce interfaces using Figma, CRO, and A/B testing. Proven impact on conversion growth, brand recognition, and user engagement. Fluent in design systems, prototyping tools, and UX research workflows.

WORK EXPERIENCE

UX/UI DESIGNER & GRAPHIC DESIGNER - Scale Media Inc / Los Angeles, Remote - **Mar 2024 – present**

- **Ad Creation & Sales Growth:** Developed high-impact advertisements using Photoshop, AI, Figma, and Illustrator, boosting product sales by 25% and achieving click-through rates (CPR) of over 15% on average across multiple campaigns.

- **3D Modeling for Commercials:** Designed 3D models with Blender for product commercials, enhancing visual appeal and engagement in marketing campaigns.

- **AI-Driven Visual Content:** Used Midjourney and AI tools to create visuals that boosted product sales by 30% and raised brand awareness via social media by 18%.

- **Packaging Design & Brand Transition:** Designed product packaging and led brand transitions in Illustrator, boosting recognition and driving sales growth.

- **UI/UX Design:** Built mobile-responsive landing pages in Figma using interaction design principles, CRO techniques, and intuitive UX flow to increase conversions. Applied Uizard and Fronty to rapidly generate low-fidelity UI mockups and wireframes for internal A/B tests, improving design delivery speed by 40%.

- **Responsive Product Tables:** Designed responsive and competitive product comparison tables in Figma, enhancing market visibility and product competitiveness.

- **Email Design:** Crafted responsive email campaigns and templates that improved click-through and conversion rates by up to 20%.

- **Amazon Marketplace Optimization:** Created Amazon product listings, A+ content, and gallery images, leading to improved click-through and conversion rates.

UX/UI DESIGNER & GRAPHIC DESIGNER - Upwork / Remote - **Feb 2023 – Feb 2024**

- Designed full **brand identity and packaging** system for a local jam store, including logo refresh and label production using **Adobe Illustrator, Photoshop, and InDesign**.

- Designed digital and print materials (brochures, flyers etc.) for multiple brands, ensuring cohesive **visual identity** across platforms.
Completed end-to-end **UX/UI design** for flower shop and dog daycare websites: worked as a **UX researcher**, conducted research, developed user flows, built wireframes and **prototypes in Figma**.
Specialized in **3D product modeling**: designed and prototyped life-sized headphones using Blender and prepared files for 3D printing applications.

UX/UI DESIGNER & GRAPHIC DESIGNER - Chaser Lab LLC / Kiev - **Oct 2021 – Aug 2022**

- Led concept design for two product lines (Chaser LUX and Proof), collaborating on design systems with in-house and freelance designers. Used **Adobe Creative Suite** to deliver branding and packaging that **increased profit by 10%** within 2 months.

- Directed the complete overhaul of product packaging design, using **Adobe Illustrator** and **Adobe Photoshop**, and developed customer journey map from Google Analytics data provided by wholesaler customers, which contributed to **15% increase in sales**.

- Created **product card designs** and visuals, enhancing UX and ensuring **web accessibility** on the website through responsive, visually appealing **web previews** and UI elements, using **Adobe Photoshop** and **Figma**.

GRAPHIC DESIGNER - Ukraflora / Kiev - **Jan 2021 – Sep 2021**
- **Designed business cards**, **merchandise labels**, and **social media banners** to enhance **brand consistency**, creating **image carousels** and **custom illustrations**. Created and managed **brand identity** and **guidelines** for consistent cross-platform visuals.
- Created **UX prototypes** and **wireframes** using **Tilda** (SaaS platform), optimizing user experience and interface flow for web projects.
- Led **design review sessions**, refining designs based on feedback to ensure alignment with project goals.

EDUCATION

SCHOOL OF THE ART INSTITUTE OF CHICAGO - Chicago, IL - **2023**
- Continuing Education Certificate, Graphic Design

TARAS SHEVCHENKO NATIONAL UNIVERSITY OF KYIV - Ukraine - **2022**
- International Relations, Specialisation E-Commerce

  Equivalent to a U.S. Bachelor's degree in the field from an accredited institution according to World Education Services (NY), 2023. Proof of evaluation is available upon request.

PROFESSIONAL DEVELOPMENT

ATTENDING CONFIG 2025 CONFERENCE - San Francisco, CA - **2025**
- Figma-focused event to enhance skills in UX/UI design and stay updated with the latest design trends.

GOOGLE CERTIFICATE IN UX DESIGN - Chicago, IL - **2023**
- Figma, Adobe XD

KYIV ACADEMY OF MEDIA & ARTS, CERTIFICATE IN DIGITAL MARKETING - 2019

CASES MEDIA, CERTIFICATE IN FUNDAMENTALS OF DESIGN - 2019
- Color theory, typography, design layout

SKILLS

UX/UI & Digital Product Design Skills

- User Research & Usability Testing
- Wireframing & Prototyping in Figma
- Responsive Design for Web & Mobile
- Conversion Rate Optimization (CRO)
- A/B Testing & Data-Driven Design
- Design Systems & Web Accessibility Standards
- Product Recommendations & Upsell Strategies
- Amazon A+ Content & Product Galleries
- Email Template Design & 3D Product Visuals
- AI Tools for UX/UI & Graphic Design: Uizard, Visily, Fronty, Adobe Firefly, Designs.ai; Midjourney, DALLE
- Expertise in Adobe Illustrator, Photoshop, Figma, Blender