

Anastasiia Polubynska

Product UI/UX Designer

Limpías, Cantabria, Spain | Open to remote work or relocation

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SUMMARY

With my background in graphic, digital and UX design and 8 years of experience, I am a strong advocate of clean, simple and high-quality design capable of tackling human behaviour challenges in modern UI. I enjoy blending emotions and pragmatic thinking in my work, always focused on delivering the highest standard of results, even under tight deadlines.

CORE SKILLS

UX: UX Research, Usability Testing, Information Architecture, User Flows, Wireframing (lo-fi & hi-fi), Prototyping, Interaction Design, Design Thinking

UI & Visual: UI Design, Design Systems, Style Guides, Mobile App Design (iOS & Android), Web & Responsive Design, TV / Smart TV Design, Branding, Logo & Icon Design, Motion Design, Video Editing

Tools: Figma, Sketch, Adobe XD, Zeplin, Adobe Illustrator, Adobe Photoshop, After Effects, Premiere Pro, Final Cut Pro, Visual Studio Code

Other: HTML5, CSS, Agile / Scrum, Developer Handoff, Stakeholder Communication, Team Leadership, Social Media Marketing, Content Strategy

PROFESSIONAL EXPERIENCE

UI/UX Designer

Feb 2024 – Present

MwareTV

- Design user interfaces for TV and streaming products, from information architecture and user flows to high-fidelity screens.
- Create low- and high-fidelity wireframes, interactive prototypes, style guides and design system components.
- Work closely with developers to ensure designs are implemented accurately.
- Prepare social media and marketing materials for the product.

Product UI/UX Designer

Jan 2024 – Present

ScriptX

- Translate client requirements into user-centred design solutions with intuitive interfaces.
- Conduct UX research and usability testing to inform design decisions.
- Create information architecture, user flows, wireframes, prototypes, style guides and UI designs.
- Prepare branding and design guidelines for client projects.
- Collaborate with development teams in Agile environments; produce video presentations of projects.

UX Design Specialist

Jul 2025 – Oct 2025

Mind Joy (UK start-up)

- Designed the UX and UI of an AI-powered mental health mobile app combining AI tools with evidence-based support: personalised guidance, emotional well-being tracking and access to professional resources.
- Worked closely with stakeholders and developers, advocating for user-centred UX decisions.
- Used product documentation and analytics tools to inform design work.

Web Design Specialist

Apr 2025 – Jul 2025

Pure Youth (beauty e-commerce)

- Designed web pages and UI layouts for a beauty e-commerce website.
- Defined page structure, navigation and user flow logic.
- Created visual content: banners, product imagery and graphic assets.
- Worked with stakeholders and developers to implement designs, improving visual consistency and overall UX.

Product UI/UX Designer

Oct 2021 – Jan 2024

Flexn · also Social Media Marketing Manager, Dec 2022 – Nov 2023

- Designed products end to end: UX research, information architecture, user flows, lo-fi and hi-fi wireframes, prototypes, style guides and UI.
- Created brand book guidelines and worked closely with developers in an Agile process.
- Produced video presentations, logo animations and promotional materials.
- Developed and ran a social media strategy aligned with business goals, creating graphics and video content for the tech community.
- Built relationships with influencers and partners to grow brand awareness; collaborated with cross-functional teams.

UI/UX Designer

Feb 2021 – Feb 2022

React Seals

- Designed web and mobile projects using design thinking practices.
- Created information architecture, user flows, wireframes, prototypes, style guides and UI.
- Conducted UX research, edited video content and worked closely with developers.

Freelance UI/UX Designer

Aug 2020 – Jan 2021

Self-employed

- Designed web and mobile products for start-ups, including responsive websites, logos and icons.

UI/UX Designer & Graphic Designer

Jun 2019 – Aug 2020

Vector Sirius

- Designed mobile apps and websites; prepared style guides and design systems.
- Created wireframes, prototypes and UI, working closely with developers.
- Designed logos, illustrations, icons and social media graphics.

Freelance Graphic Designer

Jan 2018 – Jan 2019

Self-employed

- Designed logos, icons and graphics for start-ups.

OWN PRODUCTS & VENTURES

Founder & CEO — BeatScope

Jul 2025 – Present

beatscope.eu

- Founded and lead a music-based social platform where users collect BeatNotes, customise their look, create events and see what people around the world are listening to on a live map.
- Features include an in-app marketplace (BeatMarket) and BeatAI, which generates a “Sound of the City” from nearby listening activity.

Co-Founder — BeatSEOAutomation

Aug 2026 – Present

beatseoautomation.com

- Co-founded a service that produces daily SEO content for clients to approve and publish automatically.

EDUCATION

Bachelor's Degree, Hotel and Restaurant Business

2015 – 2019

Kyiv National University of Trade and Economics (KNUTE), Kyiv, Ukraine

COURSES & CERTIFICATIONS

- **Web Design and User Experience** (advanced course) — Udemy, 2020
- **Mobile App Design for Android and iOS** (advanced course) — Udemy, 2020

LANGUAGES

Ukrainian — Native | **Russian** — Native | **English** — Professional working proficiency | **Spanish** — Limited working proficiency