Anastasiia Dorofeieva

UI/UX & Web Designer

UI/UX and Web Designer with 4+ years of experience creating responsive websites, digital products and interactive experiences. I turn business requirements into clear user flows, prototypes, scalable UI systems and production-ready interfaces, working from early UX and visual concepts through developer handoff and implementation.

Ho Chi Minh City, Vietnam **anadorofeieva@gmail.com** **LinkedIn** **Portfolio**

EXPERIENCE

UI/UX & Web Designer

One Philosophy Group | 2023 - present

- Delivered end-to-end UX/UI for corporate, nonprofit and AI-focused web projects, taking work from requirements and information structure through wireframes, final UI, responsive implementation and launch.
- Built scalable design systems and UI kits with reusable components, typography, color, states and layout rules, improving consistency across product surfaces and responsive breakpoints.
- Conducted UX audits of existing interfaces and translated usability issues into actionable problem-cause-solution recommendations for stakeholders and product teams.
- Partnered with clients and developers to present design rationale, iterate on feedback and support Wix Studio implementation using CMS, dynamic content and interactive components.

Visual & UI Designer

Resilient Ukraine | 2022 - 2026

- Designed UX/UI for We Are Ukraine and Ukraine House in Denmark, including website structure, wireframes, interactive prototypes and responsive interfaces.
- Created editorial graphics, social media assets and motion content for We Are Ukraine, Ucrania Resiliente and B4Ukraine across web and social channels for international audiences.

Motion & Visual Designer

Freelance | 2021 - 2024

- Turned static concepts and client briefs into animated digital content and motion graphics using After Effects, Premiere Pro, Illustrator.

SELECTED PROJECT IMPACT

Advisly.ai — Designed a 13-section bilingual marketing site from wireframes and visual concepts to interactive prototype and responsive launch; developed the brand identity and refined the product UX/UI through a reusable UI system.

Ukraine House in Denmark — Redesigned key website experiences and built CMS-driven Events and Programs sections with filtering, subscription flows and reusable dynamic collections, enabling the team to manage ongoing content independently.

Creative campaigns — Extended brand systems into **50+ digital campaign** assets and motion content across multiple formats, keeping visual consistency from product/web UI through launch communications.

CORE SKILLS & TOOLS

UX/UI: User flows, wireframes, interactive prototypes, UX audits, usability principles, UI patterns, design systems, components, Auto Layout, Variables

Web: Responsive/adaptive design, no-code development, CMS, dynamic content, developer handoff

Creative: Visual concepts, motion design, microinteractions, brand systems

Tools: Figma, Premiere Pro, After Effects, Illustrator, Photoshop, Wix Studio, Framer, Webflow, Claude Code

EDUCATION & TRAINING

Bachelor of Engineering
National University “Yuri Kondratyuk Poltava Polytechnic”

Additional training:
Google UX Design — Coursera
Auto Layouts in Figma — Creative Practice
Web Design — Creative Practice
Design basics (Complete course) — Creative Practice

Languages:
Ukrainian — Native | English — Fluent