

# Uliana Pashkova

Graphic designer | UX/UI designer

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## HARD SKILLS

Figma  
Adobe Photoshop  
Adobe Illustrator  
Miro  
Trello  
Wireframing  
Prototyping  
User Research

## SOFT SKILLS

Strong communication & collaboration  
Attention to detail  
Fast learning & adaptability  
Problem-solving & critical thinking  
Attention to legal and contract details

## LEAD SKILLS

Experience leading creative teams  
Project coordination  
Team management

## LANGUAGES

English B2  
German B1  
Ukrainian native  
Russian native

## Google UX Certification

**Bild Wireframes and Low-Fidelity Prototypes**

February 2023

**UX Design Process: Empathize, Define and Ideate**

January 2022

**Foundations of User Experience**

November 2021

## COURSES

**Milling Sprachenschulen**, Germany

January 2025 – March 2025

Leben In Deutschland

**Milling Sprachenschulen**, Germany

Aprile 2024 – January 2025

Integration Course B1 level

**Adobe Illustrator CC- Essentials**

Udemy — January 2022

**Figma UI UX Essentials**

Udemy — November 2021

**Adobe Photoshop CC- Advanced**

Udemy — October 2021

## EXPERIENCE

### Private Consulting on Visual Strategy

May 2022 - Present

I provide **expert consultations on visual strategy** tailored for demand generation and social selling projects in the IT outsourcing sector. My approach focuses on creating **effective visual communication** that improves brand positioning, **attracts high-value leads, and supports business growth**. For recommendations on my latest projects, contact Oleksandra Baglai at [baglai@qarea.us](mailto:baglai@qarea.us)

### Megogo, Kyiv, Ukraine — Graphic designer, UX/UI designer

December 2020 - January 2022

As a **graphic designer**, I have worked with **licensed materials and official guides for sports events**. I created **layouts for websites, emails, and social media** and adapted **official guidelines for digital use**.

As a **UX/UI designer**, I worked in **Figma** on **sports landing pages for mobile phones, advertising banners for partner sites, and graphic elements for broadcasts** (scores, teams, etc.).

Additionally, I **designed icons for social networks** and contributed to the **development of a new program interface**.

### Freelance — Graphic designer, UX/UI designer

March 2006 - December 2020

I have worked as an independent **designer and photographer**, managing multiple roles from **finding clients to final delivery**. I sourced clients, wrote briefs, oversaw the entire workflow, and processed feedback. My work included **graphic design, UX/UI projects, branding, and content creation**, as well as **organizing and executing photo and video shoots, handling retouching, and managing prepress preparation**. I have worked with clients from various industries, adapting designs to different brand identities.

### Voizianov, Kyiv, Ukraine — Graphic designer, UX/UI designer

January 2017 - May 2018

I combined several roles, including **graphic designer, UX/UI designer, photographer, SMM manager, and copywriter**. I created **lookbooks for clothing collections**, participated in **promotional video production**, conducted **surveys and research**, and developed **low-fidelity website prototypes**. Additionally, I **photographed events and social media content** and **wrote client communication materials and social media posts**.

### Nike/NBA, Milan, Italy — Photographer, Visual designer

June 2014 - December 2016

Captured high-quality **sports and event photography, following official brand guidelines**. Created **visual assets for digital and print**, including promotional materials and social media content. **Collaborated with media and marketing teams** to maintain consistent visual storytelling. **Assisted in organizing and planning sports events**, delivering high-quality visual coverage.

## VOLUNTEERING

### Armed Forces of Ukraine, Lviv, Ukraine — Military tailor volunteer

March 2022 - October 2023

**I sewed tactical vests and magazine drop bags** for soldiers, providing them **free of charge**.

Based on standard military equipment patterns, **I developed improved templates** and worked with the military to refine the designs. **I raised funds through social media campaigns to purchase materials** and later financed production with my own money.

Already in use by the **Armed Forces of Ukraine: 181 tactical vests, 328 drop bags**.

## EDUCATION

### Milling Sprachenschulen, Bonn, Germany — Integration Course

April 2024 - March 2025

Completed a German integration course (B1 level), covering language, culture, and social adaptation in Germany.

### Projector Institute, Kyiv, Ukraine — UX designer

September 2022 - January 2023

Worked on a group diploma project for a real client.

Served as team lead designer, collaborating with a co-lead designer and curator. Managed a team of 11 designers through the project.

### Istituto Europeo Di Design, Milan, Italy — BA Visual Arts

October 2013 - July 2016

Graduated with an average score of 106/110.

Diploma project: Genealogical research of the family, presented in 13 books, graded 10/10.