

Bogdana Andrijkiv

Product Designer

About me

Product Designer | Growth-Driven Design | Research & Experimentation

As a Product Designer, I focus on creating experiences that drive engagement and business growth. My approach is rooted in strategic, experiment-driven design, ensuring that user needs align with business goals. I thrive in fast-paced environments, continuously testing, learning, and iterating to refine products and maximize impact.

Currently, I specialize in mobile app design, applying a GROWS framework to enhance product performance and user engagement.

What I bring to the table:
A strong analytical mindset combined with a creative approach

Employment

Product Designer at Kiss My Apps Nov 2023 - Now

As a Product Designer for mobile applications, I lead strategic design projects to fuel product-led growth. My approach is rooted in a learn-through-experimentation mindset, addressing both customer problems and business needs. I contribute to team culture and design processes, fostering a creative and efficient environment. With a commitment to iteration based on research, experiments, and feedback.

Skill: User Interface Design, Mobile Applications, HIG, User Experience (UX), Design research, A/B testing

Tools: Figma, Photoshop, After Effects, Notion

UIUX designer at IMPRO agency Sep 2022- Nov 2023

At IMPRO Email Agency, I worked as a UIUX designer, focusing on creating and improving website interfaces from scratch for B2B, and B2C. My responsibilities included developing and presenting design concepts with a qualitative justification for each solution, creating wireframes, building user flows, and everything else that goes into UIUX design.

Skill: Design research, User flow, User experience , Usability testing, Color Theory, Typography, User interface, Adaptive Design, Adaptive Design, Typography, Color Theory

Tools: Figma, Photoshop, Klaviyo, Jumppl

Mate Academy Feb-Sept 2022

At Mate Academy, I worked as a UIUX designer, on developing a mobile application for food delivery. I used quantitative and qualitative research and worked with iOS human interface guidelines to create a convenient and high-quality product.

Skill: Design, Prototyping, Design research, User flow, User experience , Usability testing, Color Theory, Typography, User interface, Adaptive Design,

Tools: Figma, Jira, Maze

Education

Course: Vibe coding Mar 2026

Vibe coding

Course: Projector Institute Feb 2025

Groves Design

Course: Projector Institute Nov 2024

Product design

Course: Projector Institute Feb 2024

Motion design beginning

Course: Mate academy Feb 2022

UI/UX design

Course: GENIUS.SPACE Jan 2021

UI/UX design and WEB design

Lviv Polytechnic National University 2018 - 2021

Faculty of Design

Contacts

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Portfolio

[My website](#)

Blog

[Medium](#)

Skills

MVP scoping & prioritization

Product strategy

Jobs to be done

Growth loops

Monetization

Retention & activation

User research

Usability testing

A/B testing

Quantitative analysis

Analytics (product metrics)

Hypothesis formation

CJM

Typography

Color theory

Visual hierarchy

Component design

Lottie animation

UI vibe coding

Design critique

Mentoring junior designers

Design process facilitation

Curriculum design

Cross-functional collaboration

Development

Clode code Basic

Framer Basic

HTML/CSS Basic

Klaviyo Expert

Tools

Figma Expert

After Effect Expert

Photoshop Expert

Midjourney Expert

Maze Proficient

Jira/Jumppl/Clickup Expert