

Maria Teslia

Product & UX/UI Designer

Summary

I am a UX/UI Designer with 4+ years of experience building SaaS applications, e-commerce platforms, and mobile-first interfaces. With a background in architecture, I bring a strong understanding of structure, systems, and user behavior. Skilled in Figma, CRO, and A/B testing, I design scalable, intuitive, and efficient digital products, leveraging AI-driven tools and prototyping platforms to deliver measurable growth and engagement.

Skills

Design + System

- Interaction & Product Design
- Responsive Web & Mobile
- CRO & A/B Testing
- Usability Testing
- Data Visualization for UX

- Design Systems & Tokens
- Accessibility (WCAG)
- Branding & Visual Communication
- Workflow Optimization
- Journey Mapping & Personas

Tools + AI Tools

- Figma
- Framer
- Adobe Creative Suite
- Blender
- Cinema 4D / Spline
- Figma Make, VO, Lovable, Aura
- MidJourney, Firefly
- ChatGPT, Claude, Gemini
- Uizard
- Adobe Firefly

Education

School of the Art Institute of Chicago

Continuing Education Certificate, Art & Design

Taras Shevchenko National University of Kyiv

Bachelor's Degree in International Relations, specialization in E-Commerce

Courses

Google Certificate in UX Design

Figma, Adobe XD

Attending CONFIG 2025 Conference

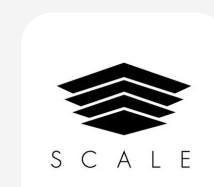
Figma-focused event to enhance skills in UX/UI design and stay updated with the latest design trends.

Cases Media, Certificate in Fundamentals of Design

Color theory, typography, design layout

Experience

Mar 2024 – present



Scale Media Inc. | UI/UX Designer

- Built and maintained a scalable design system, ensuring visual consistency across e-commerce platforms and accelerating developer handoff.
- Created UI kits and mobile-first Shopify landing pages, reducing production time and improving conversion through usability-focused design.
- Designed an interactive product selector tool, driving a +15% lift in conversions by improving personalization and user guidance.
- Leveraged AI tools (MidJourney, ChatGPT) to create visual assets, boosting product sales by 30% and social engagement by 18%.
- Optimized landing pages and Amazon product listings, improving visibility, UX, and increasing conversion performance by up to 20%.
- Rapidly prototyped concepts (Figma Make, v0, Aura, Lovable), reducing design-to-test cycle time by 40%.
- Conducted A/B testing of landing pages, validating design decisions and optimizing layouts for higher engagement and conversions.

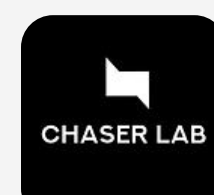
Feb 2023 – Feb 2024



Upwork | UI/UX Designer

- Designed and delivered interactive, responsive landing pages in Framer, providing clients with production-ready files optimized for performance and conversion.
- Created a gamified crypto mobile app, incorporating reward systems and behavioral design patterns that improved user retention and engagement.
- Led end-to-end UX/UI design for a crypto wallet app, building dashboard UI, real-time asset tracking, and secure transaction flows across devices.

Oct 2021 – Aug 2022



Chaser Lab LLC | UI/UX Designer

- Led concept design for two product lines (Chaser LUX & Proof), collaborating with in-house and freelance designers to build cohesive design systems and elevate brand identity, driving a 10% profit increase in 2 months.
- Directed full packaging redesign (Adobe Illustrator, Photoshop), incorporating customer journey insights from Google Analytics to improve usability and boost sales by 15%.
- Designed responsive product card visuals in Figma and Photoshop, improving web accessibility and enhancing UX through visually engaging previews and UI components.