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Portfolio: arsschematica.com

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Julia Kulgavchuk, Product / UX Designer

An experienced, proactive, analytical and strategic minded product / UX designer.
A team player, an excellent design partner to business, a cross-function connector.
I use the product approach to make design decision traceable and measure success.

Top skills

- Design process ownership
- Discovery planning & execution
- Qual & quant data
- Iterative concept development
- Prototyping on all fidelity levels
- Design ops

Reviews

"Focused, sincerely interested, asking the right questions and quick to wrap her head around complicated subjects" — colleague

"Absolutely ridiculous work ethic" — manager

"Approachable, kind, honest and patient. She made me feel at ease, she was encouraging." — mentee

"Julia has a clear logic for efficient mentorship, catching the key things for me to improve." — mentee

"Quick-thinking, listens and responds. Excellent." — mentee

"Super strong in all basic UX things including the theoretical knowledge and the big picture." — manager

Tools

- Figma, Miro and their alternatives
- Content prototyping (text, video, audio)
- Code: JavaScript, HTML, CSS
- No-code: Make, Airtable, Webflow, Notion and more
- Generative AI prompting

Experience

Novo Nordisk: Senior User Researcher & UX/UI Designer

OCT. 2022 — DEC. 2023 (CONSULTANT)

Projects include: a ML-based diagnostic medical device, a ML Ops project, a generative AI application.

Activities include:

- **Complete UX/UI design of a mobile app** for at-home ultrasound diagnostics of joint bleeds. The app uses ML and standard ultrasound technology. I designed this app in collaboration with the data science team, iteratively increasing the concept maturity through a series of **user tests** and ML model improvements.
- **Instructional design & content prototyping**: text, video, audio. In one of my products the content really defined the UX, and iterating on instructional content was a major leverage for improving the UX.
- **User research incl. user journey mapping** for several projects
- **UX/UI design for a web app** that uses generative AI for a specific purpose
- **Workshop facilitation**

Lenus eHealth: Senior UX Designer

JAN. 2021 — AUG. 2022

Lenus is a platform helping fitness professionals build an online business.

- **Lead UX and UI design in a domain team** from discovery to implementation. Worked with both business (desktop) and client (mobile) sides of the b2b2c product. Projects included: iterations of the existing products; a major redesign; designing and launching a new product.
- **Initiated, lead and executed cross-team and cross-domain projects** to bring up the overall product quality and optimize processes. E.g. a mobile design system, a content style guide, an improved translation process.

Laerdal Medical: Design Lead

MARCH 2018 — NOV. 2020

Medical training and simulators.

- **Lead the product design process for new and existing products**. Projects included learning solutions for healthcare professionals and internal tools.
- **Built and user tested fast functional prototypes.** The level of prototypes was beyond expectations. They allowed our team to get realistic and specific results.
- **Planned and executed design activities**: quantitative and qualitative design research, CJM, concept development, prototyping, user testing and more.

Leo Innovation Lab: Product Designer, Researcher

DEC. 2017 (PROJECT)

A short project to support the development of a patient app for psoriasis patients. I investigated the use cases, designed and prototyped a number of solutions for new features and tested them with users.

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Side projects

Mentor at ADPList

OCT. 2022 — CURRENT

Volunteer mentor for UX, UI, product, service designers on junior to medior levels

Avico: Co-founder, designer

MARCH 2020 — DEC. 2021

Avico (stands for 'Automated VIsual COmponents') had a mission to automate and radically speed up the connection between UI design and front-end development. This was a side project with one partner, a full-stack developer.

- Defined all product, business and marketing aspects in close collaboration with a partner.
- Designed the MVP from all stages of concept maturity.

Hobbies

Movement, training, dance, anything from slow yoga to calisthenics

Making clothes, restoring furniture and other handicraft things

Languages

Danish	fluent
English	fluent
Russian	native
French	beginner
Italian	beginner

Experience (continued)

Pfizer: Information Architect, Content Strategy Team

MAY 2016 — OCT. 2017

Our team introduced content strategy to Pfizer's European marketing teams. I supported the new content strategy infrastructure with information architecture, workflows, templates, internal tools (e.g. content repository, online guidance) and an improved analytics setup.

ConversionLab: UX Designer (freelance)

DEC. 2015 — APRIL 2016

ConversionLab was a conversion rate optimization company where I worked with several clients. I performed design reviews, analyzed visitor behavior, and designed solutions with the goal to increase conversion rate.

PauseAble (with Ustwo Nordics): UX Design Intern

NOV. 2015 — JAN. 2016

Pause is an innovative and popular app for interactive meditation. I helped to process use feedback, proposed design improvements to increase retention and created the foundation of the communication strategy.

Unfair Fashion: UX Designer

JAN. 2015 — OCT. 2015

Unfair Fashion was an interest organization for sustainable fashion designers. I helped them create their new website including a community and a knowledge base. Working with an agency, I lead the design process from concept development to organizational implementation.

Courses

2023	Workshop Facilitation (The Fountain Institute)
2023	UX Metrics Your Stakeholders Can't Ignore (Jared Spool)
2021	Advanced Approaches to UX Research (Jared Spool)
2019	CIID: Designing with Data for Digital Products
2018	CIID: Eccentric Interfaces, Environmental Interventions
2017	Prague Design School: Intensive in typography, graphic design
2016	CIID: Dirty Backends and Sexy UIs
2015	CIID: Applied Service Design Techniques

Education

Roskilde University: cand. comm. + MA

2009 — 2011

Cand. comm. + MA in Communication, Media and Cultural Studies

Digital campaigns, audience studies, market research, user-generated content

Higher School of Economics, Moscow, Russia: B.Phil.

2004 — 2009

B.Phil., Practical Philosophy + MA year 1 of 2

Cultural studies, sociology of knowledge, rhetoric, speech culture, semiotics