



Product design with an *APTITUDE* and *ATTITUDE*



Birth date: 13/03/1996

Region: Kraków, Poland

Phone: +48 537 362 917

E-mail: vizart.ket@gmail.com

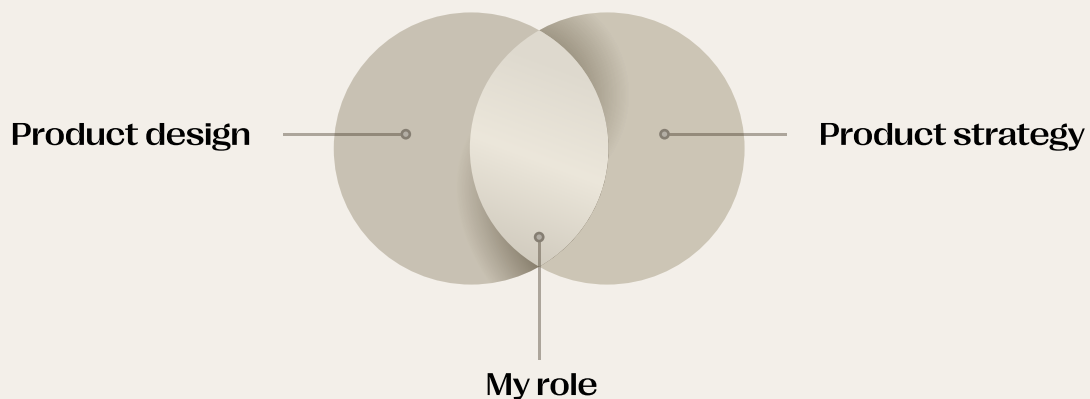
Linkedin: [Katherine Stolovnik](#)

Profile

There is a difference between a pure UI/UX design role, and one which is more product design oriented. In terms of the golden circle theory, I am certainly working with a creative "HOW," yet I've already evolved to deal with a comprehensive "WHY."

I collaborate with cross-functional teams of developers, marketing specialists, and managers, accelerating decision-making — a crucial factor for a healthy PLCM. I actively employ data analytics tools like Mixpanel and Google Analytics to extract key product metrics for B2B and B2C products, driving informed strategies and continuous improvement.

I am passionate about creating beautiful software products that make business sense and make users work as flawless and straightforward as humanly possible.





This is what I do

- ◆ I dive deep into the process and talk to all the stakeholders, working alongside them all the time.
- ◆ I am pretty well-organized in terms of both planning and execution.
- ◆ I look at the product as data-centric first, and propose specific product design solutions accordingly.
- ◆ I enjoy creating truly useful products. In one case, as a product designer on the fintech app, the app's rating in the Google Play Store increased by 43%.
- ◆ I am good at enforcing the quality of UI/UX solutions according to the HIG and Material Design standards.
- ◆ I ensure compliance with WCAG guidelines to deliver properly accessible UX.
- ◆ I use AI tools to speed up design workflows and reduce repetitive work without compromising product thinking or design quality.
- ◆ I adapt my workflow to the team's needs and stay hands-on throughout the process, from early design decisions to implementation, analyzing results, and further improvements.

Education



**Odesa Mechnikov
National University**
Faculty of Chemistry

Languages



UA - Native



EN - Upper Intermediate +

Courses:

Growth design

Product analytics

Design systems with AI

Smart Interface design patterns

Personal branding: stand out and succeed

Toolbox:

Figma	Lovable
Photoshop	Vercel
Illustrator	Miro
Claude Code	FigJam
Claude Design	ProtoPie



Experience

[See more on LinkedIn](#)

Over 9 years of experience designing digital products, leading teams, and turning research and data into product decisions. Here are a few highlights.

Growth Product Manager / Product Designer

Nov 2024 - Oct 2026

Clario • Remote

- Owned qualitative and quantitative research, turning user feedback, behavioral data, and funnel analytics into actionable product hypotheses.
- Designed and tested web-to-app acquisition funnels, combining hands-on design, AI-assisted implementation, and conversion optimization.
- Led mobile product design, from onboarding and activation flows to new cybersecurity features.
- Planned and evaluated product experiments, using performance data to identify friction and prioritize improvements.
- Worked across product strategy, design, and execution, communicating findings and recommendations to stakeholders.

Mobile Product Designer

Mar 2024 - Oct 2024

Trinetix • United States

- Designed an enterprise mobile experience for a Big Four company, supporting an organization of 300,000+ employees.
- Conducted usability testing and translated research findings into improvements to mobile product experiences.
- Developed interactive prototypes and collaborated with engineering teams from design exploration through implementation.
- Maintained and evolved design systems to ensure consistency and scalability across products.

Product Designer

Jan 2022 - Oct 2024

Senticore • Austria

- Translated complex enterprise technologies into clear UX structures and intuitive product concepts.
- Conducted business and user research to inform product direction and design decisions.
- Developed information architecture, UI concepts, and contributed to design system development.
- Created visual communication materials and presentations to make technical solutions accessible to business stakeholders.

Senior Product Designer

Apr 2021- Nov 2022

Creative Dock & RBI • Czech Republic

- Designed product solutions and design concepts.
- Utilized analytical data from tools like Google Analytics and Hotjar.
- Developed and maintained the design systems for 2 mobile banking products.
- Conducted user, business, and design research, gathering feedback to inform design concepts.
- Collaborated closely with the marketing department, developers, product owners, and business analysts