

Polina Yakymenko

Strategic (UX) Designer, Researcher & Expressive Arts Facilitator

My services & portfolio: www.polinayakymenko.com

Skills

Strategy & Research, Design Thinking, Leadership, Project Management, Expressive Arts, Art-Based Research, Phenomenology

Contacts

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Linkedin

Location

Berlin, Germany

Languages

English - Fluent

German - B2/C1

Ukrainian - Fluent

Education

M.A. in Expressive Arts Therapy with minor in Psychology

2023 - 2026 — The European Graduate School — Saas-Fee, Switzerland

B.S. in Economic Cybernetics

2010 - 2014 — National Technical University of Ukraine — Kyiv, Ukraine

Experience

Strategic Designer, Researcher & Facilitator

2018 - now — self-employed in Berlin, Germany

Since Feb 2022 Designer/ Strategist at Toptal (global talent-matching platform)

Community work - The Free Space: Community Lab (Berlin), 2026 - now

- Community arts sessions for women from refugee and migrant backgrounds

Community work - The Liminal Collective (Berlin), 2023 - 2025

- Co-founding member of the collective. Managed organizational tasks and facilitated group art-based sessions focused on self-exploration and community building

Human Resources, B2B - JoBins (Japan), 2023 - 2024

- Guided Product Roadmap & sprint planning, improved cross-functional communication
- Established CX processes, enhancing design team collaboration. Defined user studies and KPIs for post-release analysis, driving informed decision-making
- Mentored design team in customer journey mapping, usability, and other design topics

Education, B2C - Bijles Aan Huis, Lernigo (Netherlands, Germany), 2022 - 2023

- Identified customer journey and UX flow improvements through data analysis, stakeholder /sales team interviews. Led branding strategy workshop, enhancing overall design
- Conducted market research and competitor analysis for the German market
- Wireframes and UX copy suggestions for homepage, pricing, tutor search, profile pages

Pharmaceutical and Drug Development, B2B - SciMar ONE, Inc. (US), 2022 - 2023

- Transformed business concepts into an interactive prototype for a project management module, streamlining cross-functional workflows in drug development and ensuring efficient task coordination. Improved design of a clinical data library
- Guided meetings and feedback sessions, keeping the team on task while navigating complex concepts to extract essential details

Healthcare and Science, B2C - World Health Network (US), 2022

- Carried out UX strategy and research: content audit, set research objectives, prepared questionnaires, identified target respondents and interviewed users
- Created website's structure and information architecture, mapped user journeys, and developed mockups based on personas. Reviewed UI, page layouts, and brand direction

Social Networks, B2B and B2C - b.wusst (Germany), 2019

- Facilitated a design sprint for a Social Networks app, designing MVP with onboarding and match functionality for volunteer-company connections, facilitating social projects
- Led all design processes: KPIs definition, customer journey mapping, information architecture, low-fidelity wireframes, design validation, visual styles

Health Charity Org, B2C - Reaching The Last Mile(contractor at Edelman, Germany), 2019

- Conducted a discovery workshop to define business goals and the website audience
- Defined the information architecture for a charity organization's customer-facing website
- Organized and labeled data (sitemap) and website navigation in collaboration with UI designers. Worked on content prioritization, storytelling, and low-fi wireframes

Professional fabrics, B2B2C - Gore-Tex (contractor at AKQA, Germany), 2019

- UX and strategy for a customer-facing website, including content audit, website information architecture, website map, and web page structure. Conducted in collaboration with visual designers testing for art direction validation.

Online Marketing & Events, B2B - Stagelink (Germany), 2018 - 2019

- Designed the initial version of a product (MVP). Led design sprints to validate early business concepts and align the team
- Participated in UX strategy, delivered UI implementation, designed customer onboarding, set up campaigns, invoicing, and data visualization. Conducted remote usability testing for user validation. Developed a design system to ensure consistency across the product

UX Design Mentor, training - ReDI School for Digital Integration (Germany), 2019

- Delivered training sessions, prepared teaching materials, and assisted students in performing design tasks during sessions
- Worked side-by-side with a team of UX mentors. Evaluated assignments and provided feedback to students to develop an in-depth understanding of UCD practices

Product / UX Designer at InStaff & Jobs GmbH

Mar 2016 - June 2018 — Berlin, Germany

- Established UCD process within evolving startup culture. Contributed as a key part of the product team, often responsible for project management and communication
- Led the entire design process from ideation to production. Analyzed pre-launch and post-launch. Ran A/B tests, carried out stakeholder, user interviews, and moderated usability studies. Designed a mobile app from low-fi wireframes to hi-fi designs
- Managed CSS and HTML courses for interns, delivered UX workshops to new hires

UI/UX Designer at Wooqer Advertising Services

Dec 2014 - Sep 2015 — Bangalore, India

- Conducted user research to develop Wooqer design strategy for medium devices. Created design guidelines (UI elements, interaction patterns, CSS code)
- Enhanced the UX/UI of user accounts, simplifying process management and reporting tools to reduce the time users spend on activities planning

Knowledge Management Analyst / Trainer at Philip Morris Ukraine

Jul 2013 - Nov 2014 — Kyiv, Ukraine

- Designed a SharePoint-based solution to automate the car disposal process
- Designed a platform for newcomers to introduce PMU digital tools
- Delivered workshops on various technology-related topics