Anna Ponomarenko

UI/UX & PRODUCT DESIGNER

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Stolberg, Germany (CET) | 100% Remote

PROFILE

Senior UX/UI Designer with over 15 years of experience specializing in creating impactful digital solutions in the Digital Health and MedTech sectors. My passion lies in solving complex problems and designing intuitive products that positively impact people's lives.

- Proven expertise in full-cycle product design, from user research and wireframing to advanced prototyping in Figma and ensuring WCAG accessibility compliance.
- A motivated professional with a track record of successful projects and a commitment to creating user-centered experiences that improve patient outcomes.
- Seeking a long-term remote opportunity to drive innovation in the MedTech sector

KEY SKILLS

- UX/UI Design: User Research, Wireframing, Prototyping (Figma), UX Strategy, Information Architecture, Interaction Design, Visual Design, A/B Testing.
- Technical & Tools: Figma, Adobe Creative Suite, Miro, Jira, WordPress, Elementor, WooCommerce.
- Methodologies: Agile, Scrum, Design Thinking, Responsive Design (WCAG), Design Systems.
- Domain Expertise: Digital Health, MedTech, EdTech, E-commerce, Marketing, AI in Healthcare.

WORK EXPERIENCE

Independent UX/UI Designer · Specialization: Digital Health & MedTech
Stolberg, Germany (Remote) | September 2023 – Present
- Conducted in-depth user research with medical professionals to inform design decisions, resulting in intuitive and efficient user workflows for digital health platforms.
- Designed and developed user-centered interfaces for various projects, including a healthcare e-learning platform (ProSkill Hub) and therapy support applications (MamaPapaCare), adhering to WCAG accessibility standards.
- Created responsive high-fidelity wireframes and prototypes using Figma, ensuring seamless user journeys across web and mobile platforms.

Freelance UX/UI Designer & Graphic Designer
Self-Employed (Remote) | October 2008 – September 2023
- Led UI/UX and web design for over 118 projects for international B2B and B2C clients in Healthcare, E-commerce, and marketing, achieving a 100% Job Success Score on Upwork.
- Delivered a multi-user interface for a healthcare SaaS solution (
- MedCheck), designing a dashboard for doctors to track patient data and improve workflow efficiency.
- Managed full-cycle design projects, from initial client brief to final delivery, ensuring client satisfaction and project success.

Webmaster and Web Designer
SEO-Line | Kyiv, Ukraine (Remote) | September 2005 – September 2008
- Developed and launched over 150 HTML/CSS websites for small businesses, ensuring cross-browser compatibility and user-friendly navigation.
- Designed intuitive website layouts, applying early UX principles to improve user engagement and client satisfaction.

CAREER TRANSITION & FOUNDATIONAL PROJECTS IN HEALTH

- **Professional Development:** Dedicated a career break to focusing on professional development and transitioning to UX/UI design, completing the Google UX Design Professional Certificate and actively studying through the Coursera Digital Health Specialization and the IxDF Healthcare UX Master Class.

- **Early Experience:** Over 8 years of foundational design experience for clients in the health and wellness sector, including:
  - Design of an online psychological counseling portal (2013).
  - Branding and web design for medical clinics and pharmacies.
  - Package design for health supplements and wellness products.

PERSONAL PROJECTS & ENTREPRENEURIAL EXPERIENCE

MamaMind - Digital Wellness Platform
- **URL:** mamamind.app
- Built and launched a digital wellness platform for moms, integrating an AI engine for emotional support. Designed and developed the website on WordPress, demonstrating end-to-end product development skills.

Artwork Gallery magazine - International Art Magazine
- **URL:** artworkgallery.net
- **Role:** Founder, Editor-in-Chief, Project Manager
- Founded and managed an international art magazine, publishing 10 issues in digital and print. Organized international 3D digital exhibitions and conducted over 100 interviews, showcasing strong project management, communication, and business skills.

CERTIFICATIONS

- Coursera Digital Health Specialization | Imperial College London | In progress, expected
- Google UX Design Professional Certificate | Coursera | 2025
- Introduction to Agile Development and Scrum | IBM, Coursera | 2025
- California Institute of the Arts – Fundamentals of Graphic Design | Coursera

LANGUAGES

- English: Fluent (15+ years of international collaboration)
- German: B1 (certified), B2 (in progress)
- Russian: Native
- Ukrainian: Native