

Iuliia Shchilnyk, UI/UX Designer

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Senior UX Consultant (Contract), Valsoft

Feb 2026 – Present | Ottawa, Canada

Senior UX Designer, Valsoft

Feb 2023 – Dec 2025 | Ottawa, Canada

Worked on a range of enterprise software products in the areas of health, education, direct marketing, e-commerce, and more. Gathered requirements, analyzed user data, defined UX strategies aligned with business goals. Led design reviews with stakeholders and built strong cases for design decisions. Drove the design, specs, and maintenance of complex UI features and closely collaborated with development and QA teams to ship them.

User Experience Designer, Kivuto

Oct 2021 – Feb 2023 | Ottawa, Canada

Was responsible for the full UX lifecycle from research to high-fidelity prototyping. My role included ideation, user testing, wireframing, and designing product UI for the e-commerce and user identity solutions in EdTech space. Collaborated with the product managers, development, support team, and stakeholders in an Agile environment. Created designs that are intuitive and functional while able to embrace constraints and feedback.

Lead Web Designer, seoplus+

Jan 2018 – Sep 2021 | Ottawa, Canada

Managed a team of 7 web designers/developers at the digital marketing agency, and took a lead on the design and built of complex website projects and campaigns. Focused on improving processes within the web department and spearheaded internal design system. Developed comprehensive design and technical specifications for website projects, signed off on project estimates.

Web Designer, seoplus+

Feb 2016 – Dec 2017 | Ottawa, Canada

Worked directly with clients throughout all phases of website design. Launched numerous websites for a wide range of businesses. Designed landing pages, email templates and marketing materials for various digital marketing campaigns.

Co-Founder & UI/UX Designer, Carehub

Jan 2016 – Dec 2017 | Ottawa, Canada

Conducted user research to create a product roadmap and define MVP for a web app. Designed mid-fidelity prototypes, collected user feedback to validate/iterate on the design. Accepted to business accelerator (Invest Ottawa) cohort of startups in 2016.

University of Toronto

Feb 2021 – Dec 2021 | Online

User Experience Design Certificate

Algonquin College of Applied Arts and Technology

Sep 2014 – Apr 2015 | Ottawa, Canada

Post-graduate (Honours), Interactive Multimedia

Kharkiv National University of Economics

Sep 2010 – Mar 2012 | Kharkiv, Ukraine

Master's Degree, International Business, Marketing

Kharkiv National University of Economics

Sep 2006 – May 2010 | Kharkiv, Ukraine

Bachelor's Degree, International Business, Marketing

"STEP" Academy

Sep 2005 – Jun 2008 | Kharkiv, Ukraine

Diploma, Digital Graphics & Internet Technologies

Skills

User Experience
Interface Design (Wireframes, Mockups, Interactive Prototypes)
Web Design
User Research
Inclusive Design
Design Systems

Tools

Figma
Adobe Creative Suite
HTML / CSS
Content Management Systems (i.e. Wordpress, Shopify)