

ilya ukkonen

ui/ux designer

I provide humane digital experiences for tech-backed businesses, meant for impact, with clarity in mind

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Experience

UI/UX Designer, Design Lead That's Mandarin app education b2c

Sep 2024 - Dec 2024 / Shanghai

NihaoCafe Mobile App ([click to view case study](#))

NihaoCafe is a platform to study Chinese. I adapted mobile web platform into a native app and added new exercises for more exciting learning experience.

- 20% - projected increase in user engagement after various user flows redesign
- New exercises, reorganized modules → smoother experience for old and new users

Internal CRM: Redesigned CRM modules for 100+ users.

- 5-15% faster tasks - based on internal survey, redesign allowed different user groups (teachers, scheduling managers, salespersons) complete tasks faster.
- \$8B Chinese education market, 4000+ universities and 75,000+ schools and private institutions - to access this market, I led the improvements in user flows with roadmap for external API connections.

UI & Graphic Designer, Design Lead AdvaCare Pharma USA web b2b

Oct 2021 - Aug 2024 / Shanghai

AdvaCare Product Inquiry Flows (B2B) ([click to view case study](#))

Designed and project-managed (our team + 3rd parties) UI developments across multiple sections, boosting lead conversion by 20-30% and improving SEO performance.

- 20-40% time savings - with the new inquiry process, AdvaCare's sales team have detailed information about potential customers. This enhancement not only improves lead quality but also significantly reduces the time required for conversion and communication.
- 2000+ 3d product images, icons, banners and more - developed a workflow that allowed me and my team to create 2000+ assets - icons, banners, etc. - for the new website.

UI & Graphic Designer CrossFund web fintech

Aug 2021 - May 2024 / Singapore, remotely

Investor Onboarding v3 ([click to view case study](#)).

CrossFund connects **angel investors** with **tech startups** by offering tailored deals. Reduced onboarding steps from 12-16 to 5 → based on A/B tests, completion rates increased by 35%, and onboarding time cut by 40%. Added light theme based on user feedback.

- Sped up investor onboarding with (1) merged steps (from 12-16 to 5) while maintaining KYC compliance, (2) clear progress bar, (3) allowed users to fill in non-critical compliance info post-onboarding (4) added more 'humane' prompts and other improvements.
- I integrated AI-driven deal recommendations into the UI. The system suggests additional opportunities* beyond the initial tailored deals, revealing overlooked interests.

Startups Data Visualization ([click to view case study](#)).

4-6 minutes - that's how fast investors can scan the data. Old ways took them 20-50 minutes, with PDFs, pitch decks, messaging or even calls to learn more about investment prospects.

- Fast and clear: **1 poster** instead of average of 17 pitch deck slides, 10 emails, or 1hr phone call → faster, data-driven investment decisions
- Scalable: I created a UI-driven framework to produce posters quickly and on-demand, ensuring consistency and saving design time. For example, some data could be pulled automatically with Figma plugins.

Education

Linguistics, BA Petrozavodsk State University

2012 - 2016 / Petrozavodsk, Karelia, Russia

Self-studies Online

YouTube is my university (UI and Design).
+ courses by Accenture and articles from Medium, Telegram and more.

Chinese Language classes That's Mandarin

2021 - 2022, 2024 / Shanghai

Skills

UI/UX + Web

Figma Wireframes
Interactive prototypes
User flows
Microinteractions (Framer, Lottie)
Responsive Design
A/B Testing, User Interviews
Design Systems

Product & Project Management

Roadmapping / Strategy
Agile Sprints
Budget planning (basics)
Cross-Functional Collaboration
Task & Timeline Management

Graphic Design

Key Visuals, Branding,
Data Visualization
High-quality AI-gen imagery
with manual improvements
3d
Video, motion (basic animations)

AI

Code: LLMs to create prototypes, code snippets, scripts for GSheets to organize and format data
Visual: Skillful at creating hi-res AI-generated assets: artistic visuals, illustrations, mockups, photo-realistic images

Languages

English (prof.), Russian (native),
Finnish (basic fluency), Chinese (daily conversations)

Tools

Design

Figma, Adobe CC (Photoshop, Illustrator, InDesign, Premiere, Dimension), 3d (Keyshot)

AI

ChatGPT, DeepSeek, Qwen, Claude, Midjourney, Flux

Management

Trello, Odoo, Kanban-like tools (internal CRMs)

Bonus

I explore philosophy (stoicism, Zen Buddhism, Taoism), play the drums and chess, make music.