



UI/UX Designer

Yaroslav Stepanyuk

UI/UX Designer transitioning from a UX writing and conversation design background into full interface ownership, across SaaS mobile apps in health & fitness, crypto, and spirituality. I design paywalls, onboarding, and activation flows that hold up under legal and business constraints — combining thoughtful language with visual storytelling to craft interfaces that speak to users, literally and visually.

Work Experience

UI/UX Designer | UX Writer **OBRIO**

August 2025 - July 2026 | Vienna, Austria (remote)

- Designed paywall A/B tests to lift conversion to payment
- Rebuilt payment templates for legal/regulatory compliance, while preserving monetization
- Audited the full web funnel for visual friction driving churn, redesigning key screens (time picker, agreement scale) to reduce drop-off and improve usability
- Maintained and organized internal design files to stay aligned with the live production environment, ensuring design and shipped product never drifted out of sync
- Designed and wrote UX copy for a new content library feature (Discover tab), reducing subscription cancel rate by 5%
- Wrote and designed screens for a growth marketing A/B test introducing an interactive first-open chatbot moment, driving a 75% increase in conversion to paid 1:1 psychic chat
- Co-created company-wide Tone of Voice and Brand Guidelines, translating brand pillars into practical writing guardrails adopted across product, design, and marketing teams

Chatbot Specialist **OKX**

February 2023 - November 2024 | Vienna, Austria (remote)

- Designed chatbot conversations to address frequent concerns and deflect volume from Support Team
- Mapped user flow to identify pain points and improve user interaction
- Oversaw localization of chatbot content into 13 supported languages
- Created captivating copy and flow for marketing campaigns

Conversation Designer **Zing Coach**

October 2020 - September 2022 | Kyiv, Ukraine

- Designed interactive chatbot conversations and UX microcopy
- Mapped user journey to find placement for new features and identify pain points
- Conducted qualitative and quantitative UX research

Marketing Specialist **Unclutter**

December 2019 - October 2020 | Kyiv, Ukraine

- Developed content and marketing strategy
- Reached out to tech bloggers and media to promote new promo events
- Created engaging copy for emails, landing pages, tweets, and blog posts

Education

Seneca Polytechnic

Biotechnology - Advanced Diploma

September 2016 - July 2019 | Toronto, Canada

Contacts

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Skills

- Figma (UI Design & Prototyping)
- A/B Testing & CRO
- Paywall & Monetization Design
- Heuristic Analysis
- Design Systems
- UX & Product Copywriting
- Tone of Voice / Brand Guidelines
- Localization
- Amplitude
- User Testing
- Claude / ChatGPT (AI workflows)
- Typeform
- HTML/CSS
- Photoshop
- Illustrator
- Notion