

Daria Forsiuk

London-based UI/UX designer with a background in architecture and music performance, focused on creating user-centred, emotionally resonant, and intuitive experiences. I care about making design that feels meaningful and connects with people on a human level.

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Portfolio: darynadesign.github.io

Professional Experience

Freelance UI/UX Designer

Self-employed | July 2024 – Present

Domain Registry Website Redesign

- Led a redesign of a 20-page corporate website with a focus on optimising user journeys by simplifying and restructuring the information architecture.
- Optimized user flows to support efficient access to key content for 3 distinct user groups: corporate lawyers, domain registrars, and the general public.
- Delivered wireframes and production-ready UI designs, iterated through stakeholder feedback to improve usability and clarity.
- Balanced visual and structural improvements with familiar patterns to support long-time users of the 15-year-old site.

Charity Website Redesign

- Led the redesign of a 10-page website to strengthen brand perception and attract new business partners and donors to boost charity's impact.
- Produced wireframes, mock-ups, and interactive prototypes for both desktop and mobile with a strong and emotionally resonant visual identity.
- Tested prototypes with 10 users, uncovering navigation and content clarity issues, which informed key design refinements.
- Kept an open feedback loop with stakeholders and worked closely with developers to ensure smooth and accurate implementation.
- Focused design decisions on increasing trust, clarity, and donor engagement, ensuring alignment with the charity's values and goals.
- Delivered developer-ready files with reusable components and design variables to enable efficient build and future scalability.

Architectural Designer @ KPMB Architects

Toronto, Canada | May 2022 - July 2024

- Gathered user insights on spatial needs and frustrations, translating them into design priorities for the team to address in the new building design.
- Researched backstage user behavior and spatial flow in theatre design, applying user journey mapping and behavioral analysis to inform functional plan layouts.
- Participated on the firm's Design Values Committee to create a shared design process; gathered feedback and iterated guidelines adopted across teams for lasting impact.
- Presented firm-wide to share my experience with advanced tools and collaborative design strategies to solve complex architectural challenges, enabling other teams to solve similar challenges effectively.

Skills & Tools

UX Skills

User Research · Design Thinking · Heuristic Evaluation · Wireframing · Prototyping · Usability Testing · Information Architecture

UI Skills

Visual Design · Interaction Design · Mobile & Responsive Design · Design Systems · High-Fidelity Mockups

Tools

Figma · Weavy AI · Claude Code · Jitter · Notion · Adobe CC · Miro

Soft Skills

Collaboration · Communication · Problem Solving · Creative Thinking · Feedback Integration · Developer & Stakeholder Coordination · Presenting Concepts

Education

UI/UX Design Professium

June 2024 - April 2025

Projector Institute (Remote)

B.A.Tech. - Architecture - Project & Facility Management

Aug 2015 - Aug 2019

Conestoga Institute of Technology
Ontario, Canada

Volunteering

- Organized, hosted, and performed at multiple charity concerts in Toronto, raising a total of \$14,000
- Led architectural walking tours at Toronto Society of Architects improving my public speaking and storytelling skills