

# Daria Forsiuk

UX/UI designer with a background in architecture, combining strategic thinking, strong visual craft, and a deep understanding of people to bring clarity to complex challenges. I create intuitive, thoughtful, and emotionally resonant digital experiences.

## Professional Experience

### Freelance UI/UX Designer

Self-employed | July 2024 – Present

#### Wave'91 Charity Foundation

- Led the redesign of an 11-page website to strengthen brand perception and attract new business partners and donors to boost charity's impact.
- Designed end-to-end user journeys and interactive prototypes that clarified the charity's mission, strengthened credibility, and supported donor engagement.
- Conducted usability testing with 10 participants, identifying navigation and content comprehension issues that informed key design improvements prior to development.
- Kept an open feedback loop with stakeholders and worked closely with developers to ensure smooth and accurate implementation.
- Reframed content organisation and visual hierarchy to improve trust signals, make impact stories easier to discover, and support donation-focused user journeys.
- Established a scalable component system and design variables, improving design consistency and enabling efficient implementation.

#### Domain Registry Company

- Led the redesign of a 20-page website serving multiple audiences, simplifying a complex information ecosystem and improving access to key services.
- Restructured user journeys for three distinct audiences, reducing complexity and helping users reach relevant information more efficiently.
- Delivered wireframes and production-ready UI designs, iterated through stakeholder feedback to improve usability and clarity.
- Introduced significant improvements to navigation and content structure while preserving familiar interaction patterns for existing users.

### Architectural Designer @ KPMB Architects

Toronto, Canada | May 2022 - July 2024

- Applied human-centred design principles to complex public and cultural projects, balancing user needs, operational requirements, accessibility standards, and stakeholder priorities.
- Conducted user research through stakeholder interviews and observation, synthesising user needs into design requirements for large-scale public projects.
- Analysed user behaviour, movement patterns, and operational workflows to improve usability, accessibility, and efficiency within complex environments.
- Contributed to the firm's Design Values Committee, helping develop and refine design principles and processes that were adopted across project teams.
- Presented firm-wide on advanced design tools and collaborative workflows, helping colleagues adopt new ways for tackling complex design challenges.
- Worked alongside engineers and technical consultants to integrate design intent with functional and technical requirements.

## Contact

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## AI Literacy

Claude & Claude Code ·  
ChatGPT · Figma AI ·  
Google Flow · Weavy AI

Use AI to streamline research, prototyping, content support, visual asset generation, and production workflows while keeping design thinking and creative direction human-led.

## Tools

Figma · Adobe CC (Illustrator, Photoshop, InDesign) · Jitter · Notion · Miro

## Expertise

User Research  
Heuristic Evaluation  
Wireframing  
Usability Testing  
Information Architecture  
Visual Design  
Interaction Design  
Responsive Design  
High/Low-Fi Prototyping

## Education

### UI/UX Design Profession

June 2024 - April 2025

Projector Institute (Remote)

### B.A.Tech. in Architecture

Aug 2015 - Aug 2019

Conestoga Institute of  
Technology (Ontario, Canada)