

Kateryna Karpenkova

Web & Marketing Designer

Odesa, Ukraine (UTC+2)

katerynakarpenkova@gmail.com

+380 66 163 35 68

linkedin.com/in/katerrynakarp

portfolio

katerynakarpenkova.com

tools

Figma · Procreate · Photoshop · Illustrator · Webflow · Claude Code · Claude Design · GitHub · Midjourney · Magnific

languages

Ukrainian (native), English (upper-intermediate)

education & courses

2020

UI/UX Design Course,
Beetroot Academy

2017 – 2019

Fine and Studio Arts,
Odesa Academy of Civil Engineering and Architecture

summary

Web and marketing designer with six years in software product teams. From ad creatives and product launches to websites, which I now also **ship myself with Claude Code**. Open to web and marketing design roles.

what I do

web design · **AI-assisted design** · **illustration** · **ad creatives** · **visual language** · **design systems** · **graphic design** · **landing pages**

experience

MacPaw

Jan 2023 – Nov 2026

Marketing Designer

Moonlock, Mac security app · the only designer in the marketing team

- Created Moonlock's visual style and web design system and designed moonlock.com **from scratch as the sole designer** before launch; redesigned the site in 2025 across 13 page types
- Brought AI into the team's web work: **designed, built and shipped** quiz funnels and landing pages with Claude Code, opening a new acquisition channel; used AI image and video generation to speed up creative production
- Designed the app's launch materials: Product Hunt, media kit, press, social media and affiliate materials
- Produced static and video ads for Meta and Google (Performance Max, Demand Gen) for each funnel and audience persona; iterated using campaign data
- Led the visual side of the blog: first illustration style and guidelines, 220 covers drawn myself, freelance illustrators briefed, an AI agent built for cover concepts
- For Moonlock Lab: talk decks for Virus Bulletin, RSA Conference, Objective for the We and JNUC, covers for research, threat report layouts

Readdle

Sep 2021 – Dec 2022

Marketing Designer

Apps with 200M+ downloads · marketing design team · intern from Jul 2021

- Part of the marketing design team for all products and the company brand, with a focus on the App Store: product page visuals, release creatives, artwork for Apple featuring
- **PDF Expert 3 for Mac** (2022), one of the biggest releases: website pages for every feature and audience, a large library of sample PDFs, visuals and mockups
- **The all-new Spark** (2022), a full relaunch and the first Windows release: website redesign, launch visuals, App Store creatives and emails
- Seasonal campaigns (Black Friday, Back to School, new iOS releases): web pages, store visuals, emails, video artwork, in-app offer and checkout screens

Koroka Solutions

Jan 2020 – Jul 2021

Web Designer

Outsourcing, projects for clients

- Websites, iOS apps, landings, branding for clients