

KATYA SHEVCHENKO



SENIOR UX WRITER

Product writer with a marketing background. An avid advocate for content-first UI design.

LANGUAGES

English (Advanced)

Ukrainian (Native)

Polish, Mandarin Chinese
(Intermediate)

TOOLS

- Figma
- Claude Cowork for skill-building
- Crowdln

CERTIFICATION

UX WRITING

2023

Projector Institute

GENESIS MEDIA SCHOOL

2021

EDUCATION

COMMUNICATION UNIVERSITY OF CHINA

MA in Communication Studies
2016-2019

TARAS SHEVCHENKO NATIONAL UNIVERSITY OF KYIV

BA in Chinese Language Studies
2011-2015

WORK EXPERIENCE

MACPAW

Senior copywriter (2023-Present)

Singlehandedly wrote every word of the B2C macOS antivirus app, moving from a blank page to a full launch in just five months. Also, formed marketing messaging and wrote launch copy that introduced the product to the world.

ENESTECH SOFTWARE

Communications manager (2021-2023)

Led all brand communications for a global B2B SaaS platform. Wrote everything from SEO articles and landing pages to ad copy and emails. Built the company's first glossary to align product and marketing, and reduced support load by designing automated chatbots.

DEPS, IOTJI DEPT

Comms and procurement coordinator (2019-2021)

Managed the corporate website solo, researching and writing all blog content to make LoRaWAN products accessible to a general audience. Managed the company's supply chain, overseeing vendor contracts, global logistics, and payment workflows across China and Europe.

DAIMLER GREATER CHINA LTD

Intern (2018-2019)

Assisted in day-to-day HR operations for the foreign employee well-being department. Advocated for and implemented a plain-English policy for internal communications to replace dense corporate jargon. Launched a monthly newsletter for the German expat community in China to streamline information sharing and cultural integration.



Warsaw



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