UX UI PRODUCT DESIGNER

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Professional Profile

Purpose-driven professional with expertise in UX/UI Design / Product Design / Graphic Design and a background in linguistics. My strength is creating intuitive and elegant solutions to ensure an effortless and qualitative user experience. Passion for simplification and user-centric design. A versatile approach to design, from analyzing complex data to producing design that works. Natural communicator, user advocate with strong conceptual skills, and a keen eye for detail. My goal is to make the world a better place by being part of a motivated and dynamic team.

Work Experience

NOVEMBER 2022 – PRESENT

Enzosystems, Almere, Netherlands - *UX UI Product Designer (Full-time)*

After a year of dedicated collaboration with other teams, I gained valuable experience and transitioned to a new position.

I am delivering the entire Product Design process:

- using a design-thinking approach to achieve business needs;

- understanding customer needs (both hotel managers and hotel guests) and pains by speaking directly with users;

- using an evidence-based approach to product development while balancing business needs;

- developing a vision for products such as our check-in and check-out flows for kiosks and a web app, and a Kiosk Management System;

- working with multiple teams and looking across the whole experience when designing a single interaction to help consistency and reduce design debt;

- reviewing my design concepts together with the team to ensure it meets the highest quality standards;

- validating product and design decisions by conducting usability tests and working with data from different quantitative research;

- collaborating to drive the product vision forward with business stakeholders, product managers, designers, and engineers to create alignment across teams and manage expectations;

- contributing to the design system by building new components or adapting existing ones to fit a wider array of use cases;

- preparing acceptance criteria to oversee the implementation of my designs, working closely

with the Product Owner, the Product Manager and Engineers to ensure that my vision is brought to life in the final product.

Enzosystems, Almere, Netherlands – *Junior UX UI Designer (Full-time)*

In collaboration with a highly skilled team, we continuously develop and expand our interactive check-in solutions for hotels, leading to over 4000 installations to date.

As a part of a design team, I used design thinking methodologies to provide the entire UX/UI process:

- conducting user research and analysis to understand user needs and pain points and finding ways to balance this with business requirements;

- collaborating with cross-functional teams in a Scrum environment, working closely with the Product Owner to gather requirements from customers and stakeholders;

- bringing the perspective of the user needs and problems into the decisions the business makes every day and advising about what works for the end users and what won't;

- participating in brainstorming sessions to foster collaborative problem-solving and creative ideation;

- Identifying user interface requirements and translating them into user journeys, sitemaps, wireframes and high-fidelity prototypes;

- creating high-fidelity prototypes based on hotel guide books and deliver them to our clients;

- collecting feedback using surveys, interviews, document analysis, site visits, use cases, scenarios, and competitive product analysis;

- conducting usability tests to gather feedback and iterate on designs;

- collaborating closely with engineers to ensure designs are implemented seamlessly and effectively;

- creating and maintaining a consistent design system that helps to bring new solutions to our clients faster;

- collaborating in redesign of our products.

MAY 2022 – OCTOBER 2022

Cappi, Almere, Netherlands - *UX Product Designer (Contract)*

Together with Cappi's highly skilled team, we rapidly built a novel, fun, and user-centered fintech-consumer platform for on-demand payments. This platform aimed to integrate payroll and workforce management systems so that customers could create new revenue streams with less complexity.

I delivered the entire UX process:

- design end-to-end user flows and UI solutions based on business needs and user insights;
- conduct user research sessions that help me to understand user needs and help users and stakeholders to build empathy;
- translate user stories and design briefs into the look and feel for the app;
- plan and run user feedback sessions and usability studies;
- create personas, user journeys, wireframes, and interactive prototypes in Figma;

- create detailed user flows describe the application logic, exception scenarios, and interactions within the app and deliver high-fi production-ready design specs to the development team;
- apply and improve the design system;
- produce related UI and UX assets and relevant documentation;
- do a design check before the app goes to production.

DECEMBER 2021 - PRESENT

Upwork, Almere, Netherlands - *UX / UI Designer (Freelance)*

Working on both little solo and complex projects. Providing UX/UI and Product Design service to different clients, such as:

- analyzing a product with stakeholders;
- conducting user research through interviews, observations and other research methods;
- analyzing and identifying pain points from the users' perspective, based on user research;
- generating ideas through ideation techniques such as brainstorming and worst possible idea to solve the users' needs in a way that provides value to the company;
- selecting the most promising idea(s) based on their feasibility, desirability and viability, among other criteria;
- prototyping designs, which can range from simple paper sketches to high-fidelity and interactive digital mock-ups;
- conducting usability and user tests to determine if design can be further improved;
- pushing a design solution out into the world that will benefit both a company and users.

FEBRUARY 2022 - AUGUST 2022

Preserve, Almere, Netherlands - *UX / UI Designer (Contract)*

Collaborated closely with Product Management, Designing, Writing, and Engineering team members in conceiving design approaches, iterating and validating designs, and executing holistic, quality design solutions.

Optimized design structure assets and built a design library by looking for reusable patterns, simplifying design, and creating reusable components. As a result of this work, other designers could easily use design components and fasten their work.

As a part of a design team, I was in charge of UX processes, such as:

- planning and conducting user research interviews to understand user needs and help users and stakeholders to build empathy;
- helping in defining product vision and translating it into product design roadmap;
- translating user needs into workable, user-centric solutions;
- conceiving, sketching, and pitching original ideas to peers and stakeholders;
- creating high-fi prototypes and new user flows in Figma according to Preserve's style guide and brand book;
- validating designs by gathering feedback from users and stakeholders;
- developing user stories and adding them to Jira for the product owner to prioritize;

MAY 2020 - DECEMBER 2021

Freelance, Almere, Netherlands - *Graphic Designer*

Created, improved, and launched a wide range of marketing assets, such as:

- brand books and look books;
- Invitations, greeting cards and visit cards;
- advertisements, posters and banners;
- logos;
- illustrations.

SEPTEMBER 2016 - MAY 2020

Freelance, Almere, Netherlands - *Tutor of English Language*

Taught students of different ages (young learners and adults) both personally and online. Created curriculum according to their needs and helped to achieve goals.

JANUARY 2010 - JUNE 2016

EF English First, Moscow, Russia - *Senior English Teacher and Local Project Manager*

Taught students of different ages, both young learners and adults. Was in charge of providing full educational service for students and managed a teaching team.

JUNE 2008 - DECEMBER 2009

Revista, Moscow, Russia - *Translator (Russian/English)*

Translated documents and information for a website, talked on the phone with English-speaking clients in English, interpreted at the meetings.

Education

SEPTEMBER 2003 - JULY 2008

Tula State Pedagogical University named after L.N.Tolstoy, Tula, Russia
Master's degree in linguistics

Skills and Competencies

- experience working with Figma, XD and Adobe Creative Cloud;
- understanding of design methods and processes;
- experience with design systems;
- creating reusable and accessible design components;
- planning and conducting user research and testing;
- mapping and developing user journeys;
- accessibility knowledge, familiar with WCAG 2.1 guidelines;
- experience in visual design, information architecture and brand implementation;
- strong communication, influence, presentation, organizational and negotiation skills;
- a good balance between an analytical and creative mind;
- have a feeling for design and styling; detailed-oriented and structured;
- open and empathetic;
- keen to learn new things and enjoy sharing findings with others.

Languages: English (business proficiency); Russian (native); Dutch (elementary)

Dutch citizenship.

Licenses and Certifications

SEPTEMBER 2024

The Ultimate Guide to Visual Perception and Design - *Interaction Design Foundation (IxDF)*

AUGUST 2024

Design for Thoughts and Emotions - *Interaction Design Foundation (IxDF)*

JANUARY 2024

AI for Designers - *Interaction Design Foundation (IxDF)*

JANUARY 2024

Mobile UX Strategy: How to Build Successful Products - *Interaction Design Foundation (IxDF)*

NOVEMBER 2023

Affordances: Designing Intuitive User Interfaces - *Interaction Design Foundation (IxDF)*

NOVEMBER 2023

Web Design for Usability - *Interaction Design Foundation (IxDF)*

OCTOBER 2023

Mobile UI Design - *Interaction Design Foundation (IxDF)*

OCTOBER 2023

UX Management: Strategy and Tactics - *Interaction Design Foundation (IxDF)*

MARCH 2023

Information Visualization - *Interaction Design Foundation (IxDF)*

JANUARY 2023

The Practical Guide to Usability - *Interaction Design Foundation (IxDF)*

SEPTEMBER 2022

Emotional Design - How to Make Products People Will Love - *Interaction Design Foundation (IxDF)*

APRIL 2022

Agile Methods for UX Design - *Interaction Design Foundation (IxDF)*

MARCH 2022

Accessibility: How to Design for All - *Interaction Design Foundation (IxDF)*

FEBRUARY 2022

Gestalt Psychology and Web Design - *Interaction Design Foundation (IxDF)*

JANUARY 2022

User Research - Methods and Best Practices - *Interaction Design Foundation (IxDF)*

JANUARY 2022

Visual Design: The Ultimate Guide - *Interaction Design Foundation (IxDF)*

DECEMBER 2021

Data-Driven Design: Quantitative Research for UX - *Interaction Design Foundation (IxDF)*

DECEMBER 2021

Human-Computer Interaction - HCI - *Interaction Design Foundation (IxDF)*

DECEMBER 2021

Journey Mapping - *Interaction Design Foundation (IxDF)*

DECEMBER 2021

Mobile User Experience (UX) Design - *Interaction Design Foundation (IxDF)*

DECEMBER 2021

UI Design Patterns for Successful Software - *Interaction Design Foundation (IxDF)*

OCTOBER 2021

Design Thinking: The Ultimate Guide - *Interaction Design Foundation (IxDF)*

OCTOBER 2021

Design for the 21st Century with Don Norman - *Interaction Design Foundation (IxDF)*

OCTOBER 2021

User Experience: The Beginner's Guide - *Interaction Design Foundation (IxDF)*

APRIL 2021

Visual Conception - *GeekBrains*

FEBRUARY 2021

History of Design - *GeekBrains*

SEPTEMBER 2020

Composition and Typographics - *GeekBrains*

Volunteer Experience

JUNE 2021 - PRESENT

Vrijeschool, Almere, Netherlands - *Graphic Designer*

As a volunteer graphic designer in Vrijeschool Almere (my daughter studies in this school), I make a digital magazine "Vrije Mare" in InDesign. I get texts in MS Word. Then I look for online graphic materials (mostly micro stocks). I use Adobe Illustrator or Photoshop to make exactly what I need for a current issue. I also work with typography and color.

SEPTEMBER 2010 - MAY 2016

Starost v radost (Old Age is Happiness), Moscow, Russia - *Event Manager*

Planned and organized different events for elderly people who lived in nursery homes. All the events were managed by the volunteer organization www.starikam.org

Interests and Hobbies

Art and sculpture; furniture renovation and restyling; theater; handmade; bread baking; trekking.