

# YULIIA IVANOVA

UI / UX DESIGNER

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 Poland

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## PROFILE

I am an UI/UX designer with a strong knowledge of Figma and prototyping skills. Have practical skills at user research, analyzing data and making UX-artefacts. I am able to work in team, offer and listen to ideas. I am eager to work on perspective and competitive product and improve it according to user's needs.

## EDUCATION

### UI/UX DESIGN COURSE BY TARAS SHYPKA

august - december 2022

### FRONT-END FOR BEGINNERS

SkillUP

september - november 2019

### MASTER'S DEGREE

Ukrainian State University of Railway  
Transport

2010 - 2015

## EXPERIENCE

Design experience with projects during UI/UX Design Course for  
Ukrainians by Taras Shypka

### СПОКІЙ (SPOKIY) - MENTAL HEALTH APP

December 2022

#### Behance Case

A mental health app that helps people with anxiety and panic attacks to manage these conditions, as well as those interested in psychological health to explore and harmonize their state and mind.

Responsibilities:

- organizing the work of a team of 6 people;
- analysis of potential users (quantitative and qualitative);
- interviewing;
- definition of user personas;
- creating a customer journey map and identifying the main problems of users;
- competitor market analysis;
- archetype definition;
- user flow;
- wireframing (low fidelity and high fidelity);
- prototyping and animation;
- creating a design system;
- usability testing and user reviews;
- design of the user's main flow;
- making a presentation for customers.

### DESIGN SYSTEM FOR SAAS PLATFORM

November 2022

#### Behance Case

## HARD SKILLS

- UX analysis ( CJM analysis, User-flow, Sitemap, User Personas, Competitors Research)
- Mobile and web design
- Design Thinking
- Figma
- Brainstorming
- Wireframing
- Prototyping
- User Testing
- iOS and Material Design Guidelines
- Atomic Design Approach
- HTML, CSS

# SOFT SKILLS

- Self-study skills
- Self-discipline
- A sober assessment of criticism
- Effective Communication
- Leadership
- Creativity

A clear and easy-to-use design system with components, variants and properties. SaaS platform design based on this design system.

Responsibilities:

- understanding of HIG and Material Design;
- understanding of Atomic Design Methodology;
- creation of components and their variants;
- clear and convenient design of the system for further use;
- creation of a SaaS platform based on system design.

# LANGUAGE

- Ukrainian - Native
- English - Intermediate
- Russian - Trying to forget

# PREVIOUS JOB EXPERIENCE

## CONTENT MANAGER/ ACCOUNT MANAGER

PrFlare

January 2022 - March 2022

- communication with clients and building long-term relationship;
- layout of texts;
- search for images suitable for the topic of the article;
- image editing in Adobe Photoshop and Figma.

## CONTENT MANAGER

Freelance

March 2016 - Desember 2021

- posting and editing content on the website:
  - layout of articles;
  - work with graphics;
- SEO-optimization of the text (composition of title, description, h1, keywords, internal linking of pages);
- working with photo and video stocks, processing and creating images in Adobe Photoshop, Figma;
- work with WordPress;
- work through Trello;
- analysis of competitors, explore of statistics;
- elimination of errors on sites;
- control of the correct operation of sites.