

# Product (UX/UI) Designer

## General

|               |                            |                                                                                                                                                                                                   |
|---------------|----------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| LOCATION      | PHONE NUMBER               | EMAIL                                                                                                                                                                                             |
| Prague        | +420 601 361 342           | yana.zhbanova@gmail.com                                                                                                                                                                           |
| NAME          | PORTFOLIO                  | EXPERIENCE                                                                                                                                                                                        |
| Iana Zhbanova | <a href="#">Click here</a> | 9 years (Including 6 Years in web3.0)                                                                                                                                                             |
|               |                            | SUMMARY                                                                                                                                                                                           |
|               |                            | Product Designer specialising in Web3 platforms. Contributed to 20+ crypto/tech projects, designing dashboards, onboarding flows, and scalable design systems in fast-paced startup environments. |

## Languages

English - Fluent  
Czech - B1  
Russian - Native

## Education

|                                                                                 |                                   |
|---------------------------------------------------------------------------------|-----------------------------------|
| INSTITUTE                                                                       | COURSES                           |
| Bachelor of Arts (BcA.)<br>2017 - 2020                                          | Leonteva – Digital Studio<br>2020 |
| Undergraduate degree, majored in Graphics, and minored in Arts, and Multimedia. | CERTIFICATION IN GRAPHIC DESIGN   |
|                                                                                 | Memorisley<br>2024                |
|                                                                                 | CERTIFICATION IN UX/UI            |

# Skills

| SOFTWARE            | UX DESIGN             | UI DESIGN            | OTHERS       |
|---------------------|-----------------------|----------------------|--------------|
| Adobe Photoshop     | Workflows Interaction | Ideation             | Copywriting  |
| Adobe Illustrator   | Prototyping           | App Design           | Flowcharting |
| Adobe Premiere pro  | User flows            | Web Design           | Ideation     |
| Adobe InDesign      | Wireframes            | Motion design        | Researching  |
| Adobe After Effects | Interaction           | 3D Modelling         | Mock-ups     |
| Cinema 4D           | Redlining             | Typography           | Sketching    |
| InVision            | Iterative Reviews     | Illustration         | Mood Boards  |
| Figma               |                       | Micro animation      |              |
| SendGrid            |                       | Design System        | AI Tools     |
| Spline              |                       | Grids                | GPT          |
| Jira                |                       | Responsive           | Claude       |
| ClickUp             |                       | User-centered design | Grok         |
| Shopify             |                       |                      | Figma AI     |
| Miro                |                       |                      | Higgsfield   |

# Experience

WEB 3.0

## Alkimi

| POSITION                                        | RESPONSIBILITIES                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                      |
|-------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| UI/UX Designer                                  | <ul style="list-style-type: none"><li>• Worked as a key UX/UI Designer for a crypto-focused Web3 startup.</li><li>• Delivered complex dashboards and transactional Web3 interfaces, translating decentralized workflows into usable product experiences.</li><li>• Led interface design for staking, trading, and NFT product surfaces across the Alkimi ecosystem.</li><li>• Designed UX/UI for an enterprise internal management platform delivered in collaboration with Fox Media, working directly under Fox’s Senior Director.</li></ul> | <ul style="list-style-type: none"><li>• Built and maintained scalable design systems to support multiple Web3 products.</li><li>• Contributed to brand system evolution and high-fidelity web motion design.</li><li>• Delivered end to end design across 20+ Web3 initiatives.</li><li>• Mentored two junior designers and oversaw motion design execution to ensure consistency across product surfaces.</li></ul> |
| London, United Kingdom<br>August 2022 – present |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                      |

# Orange Label

| POSITION                                | RESPONSIBILITIES                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                          |
|-----------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| UI/UX Designer                          | <ul style="list-style-type: none"><li>• Co-executed UX &amp; UI design for 10+ digital projects.</li><li>• Created responsive, multi-platform graphics and interfaces.</li><li>• Managed full cycle design from ideation to delivery.</li><li>• Led design for clients like Elite Seller, JoinBrands, RebateKey, and Pick Word.</li></ul> | <ul style="list-style-type: none"><li>• Created visuals and onboarding experiences, animations, and prototypes.</li><li>• Overhauled major design concepts and contributed with motion design.</li></ul> |
| PRAGUE, CZECH REPUBLIC<br>FEBRUARY 2021 |                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                          |
| WEB 3.0                                 |                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                          |

# Dupmle Studio

| POSITION                       | RESPONSIBILITIES                                                                                                                                         |                                                                                                                                    |
|--------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------|
| UI/UX Designer                 | <ul style="list-style-type: none"><li>• Created a landing page and user interface for a gamified chat experience integrated with the metaverse</li></ul> | <ul style="list-style-type: none"><li>• Designed interactive elements and logic flows for an immersive Web3 application.</li></ul> |
| PRAGUE, CZECH REPUBLIC<br>2020 |                                                                                                                                                          |                                                                                                                                    |

# Sfera project

| POSITION                              | RESPONSIBILITIES                                                                                                                                                                                                                        |                                                                                                               |
|---------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|
| UI/UX Designer                        | <ul style="list-style-type: none"><li>• Created a landing page and user interface for a gamified chat experience integrated with the metaverse</li><li>• Responsible for sketches, wireframes, prototypes, and visual design.</li></ul> | <ul style="list-style-type: none"><li>• Included work on illustrations, animations, and user flows.</li></ul> |
| PRAGUE, CZECH REPUBLIC<br>2018 - 2019 |                                                                                                                                                                                                                                         |                                                                                                               |