



VALENA PEEVA

ABOUT

Product UX/UI designer experienced in turning data and insights into intuitive digital experiences. I enjoy solving complex problems through research, interaction design, and close collaboration with cross-functional teams.

WORK EXPERIENCE

01/2025 - Present | Pink Gellac PBC

DIGITAL PRODUCT DESIGNER

- Designed experiences that simplify complex purchasing flows
- Owned end-to-end UX/UI using AI to prototype and launch products
- Visual assets for the e-commerce storefront and marketing activities
- Balanced user needs with commercial and technical constraints

2/2024-07/2024 | XA Technologies

UX/UI DESIGN INTERN

- Conducted contextual research informing product direction and feature prioritization
- Defined product vision balancing user needs with business objectives
- Validated design decisions through usability testing

9/2022 - 2/2023 | FedEx NL

UX/UI DESIGN INTERN

- Redesigned information architecture for an internal platform
- Validated navigation using user research and usability testing
- Collaborated with cross-functional teams on user-centred solutions

EDUCATION

The Hague University of Applied Sciences

2021 - 2024

BACHELOR'S DEGREE — USER EXPERIENCE DESIGN (UXD)

Built a multidisciplinary design approach through hands-on projects, exploring the full design process while solving real challenges through research, creativity, and collaboration

SKILLS

Research & Analysis

Prototyping

Usability Testing

E-Mail Design

Campaign Design

Motion Design

Shopify CMS

E-Commerce UX

CONTACT

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