

# YANA IVANOV

## SR. UI/UX DESIGNER / PRODUCT DESIGNER

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### PROFILE

As an experienced Product Designer who always ensures customer satisfaction and trust, I continue to seek ways to improve the customer experience and products. Enhancing the User Experience and collaborating effectively across teams to address and resolve challenges is my expertise. I am data driven, empathetic and compassionate when serving my clients.

### ABOUT ME

- Successfully worked with Senior and Junior designers while taking the lead on certain projects.
- Contributed to Agile product development teams.
- Created and delivered requirements visualization, participatory design, concept models, scenarios, user journeys/flows, wireframes, interactive prototypes, UX copywriting, and visual designs.
- Applied human-centered design principles.
- Conducted user research to understand user behaviors and preferences and created wireframes and prototypes to visualize the design concepts.
- Collaborated with digital business stakeholders to develop strategies that align with business goals.
- Provided detailed feedback to UX Designers to ensure they were delivering high-quality designs.
- Through usability testing and analysis of analytics data, evaluated and enhanced the performance of new and existing products and services.
- Presented finished products to stakeholders and management.
- Always represented and advocated for the customers' needs.

### COMPETENCIES

- 15 years of experience working in UX/UI Design, B2B, B2C, Product Design, and Interaction Design.
- Proficient in design and prototyping tools such as Figma, Framer, Sketch, Zeplin, and Adobe Photoshop.
- Skilled in accessibility best practices and adhering to Web Content Accessibility Guidelines 2.2 (WCAG 2.2)
- Familiar with Stanford D School Design Thinking: Empathize, Define, Ideate, Prototype, and Test.
- Passion for problem-solving and coming up with creative solutions.
- Experienced in best practices for web-based information architecture and design by creating designs that engage users, promote content discoverability, and enhance overall user experience.
- Proficient in creating multiple UX designs for a specific business issue.
- Highly skilled in Figma, familiar with Figjam, Canva, and other prototyping tools.
- Basic understanding of development tools such as HTML/CSS and JavaScript.
- Strong written and verbal communication skills, as well as interpersonal skills, presenting and positively influencing.
- Excellent organization, attention to detail, and time-management abilities.
- Can work independently as well as within a team.
- Created customer journey maps for clients while working as a consultant.

# WORK EXPERIENCE

## SENIOR UI/UX DESIGNER

SylvanRoad Capital LLC, August 2022 - July 2024

- Led product design activities with agile product teams, producing artifacts and deliverables that included concept models, scenarios, user journeys/flows, wireframes, prototyping, requirements visualization, and visual designs.
- Reviewed and enhanced the performance of existing products/services by joining in usability testing.
- Presented designs to stakeholders and management.
- Provided detailed feedback to UX Designers to ensure they were delivering high-quality designs.
- Collaborated with digital business stakeholders to discuss strategies that aligned with business goals.
- Led custom application design processes with cross-functional teams to streamline product development.
- Worked closely with the development team to ensure design solutions were correct and consistent.
- Enhanced usability by 25% with interactive property listings, tenant portals, and maintenance request tracking.
- Focused on streamlining operations and improving communication between stakeholders.
- Achieved 20% improvement in efficiency with supplier directories, order tracking, and payment processing.
- Ensured consistency and quality in end-to-end user experience, creating detailed UI layouts.
- Developed wireframes, user flows, mockups, and deliverables to fulfill design and product requirements.
- Used RealAUM and vNext software platforms.
- Optimized project turnaround time by 25% through innovative design strategies.

## LEAD UI/UX DESIGNER

605.tv, May 2019 - August 2022

- Led product design activities with the agile product teams, that included concept models, scenarios, user journey/flows, wireframes, interactive prototyping, requirements visualization, and visual designs.
- Provided detailed feedback to UX Designers to guarantee high-quality designs.
- Collaborated with the team to create visually appealing and user-friendly designs for digital products and services.
- Coordinated design-centered workshops and exercises with stakeholders.
- Reviewed and enhanced the performance of existing products/services by participating in usability testing and reviewing analytics.
- Worked with UX researchers to test and enhance the end-to-end digital experience,
- Collaborated with digital business stakeholders to develop strategies that align with the goals of the business.
- Implemented design strategies that reflected brand aesthetics, user experience principles, and industry standards.
- Worked closely with the development team to make sure the design solutions were correct and consistent.
- Presented designs to stakeholders and management.
- Transformed complex data and analytics into clear and engaging visual representations to facilitate user interaction.
- Worked closely with cross-functional teams such as product managers, developers, and marketing specialists to seamlessly integrate design elements.
- Improved dashboard designs, which positively impacted data analysts and stakeholders, resulting in an 18% increase in conversion rate.
- Significantly enhanced specific features like the broadcast calendar, contributing to the observed increase in conversion rate.
- Enhanced overall user experience and drove the success of 605.tv's data-driven television measurement and analytics solutions.

## SENIOR PRODUCT DESIGNER

SWADE Inc., December 2017-May 2019

- Facilitated design-centered workshops and visioning exercises with cross-functional stakeholders based on opportunities identified through research.
- Provided detailed feedback to UX Designers to ensure they were delivering high-quality designs.
- Led product design activities with the agile product teams, producing artifacts and deliverables that consisted of concept models, scenarios, user journey/flows, wireframes, interactive prototyping, requirements visualization, and visual designs.
- Collaborated with key stakeholders to define design tasks, schedules, and project expectations.
- Created and distributed project style guides, pattern libraries, and asset repositories.
- Promoted user-focused design methodologies across digital platforms.
- Supported IT in the development process through user acceptance testing and identification of growth prospects.
- Utilized Figma/Sketch to craft wireframes and prototypes.

## TECHNICAL SKILLS

- **Design & Prototyping:** Figma, Visual Design Theory, Responsive Design Principles, Color Theory, Gestalt Psychology, User-Centered Design (UCD), UX Documentation, Wireframing, Mockups
- **User Research & Strategy:** User Personas, Usability Testing, A/B Testing, User Research
- **Front-End Development:** HTML5, CSS3, JavaScript (Basics)
- **Soft Skills:** Empathy, Critical Thinking, Collaboration and Communication, Time Management, Problem-Solving, Attention to Detail
- **Other Tools:** Adobe Creative Suite (Photoshop, Illustrator), Sketch, InVision, Zeplin, Jira

## CERTIFICATIONS

- JavaScript Course - CodeAcademy - (In Progress)
- Figma Master Course - Academy 2.0 (May, 2022)
- HTML Course - Code Academy (November, 2020)
- Design Thinking the Ultimate Guide - Interactive Design Foundation (July, 2022)
- Information Visualization - IxDF (July, 2022)
- User Research/Methods and Best Practices - IxDF (July, 2022)
- Become a UX Designer from Scratch - IxDF (September, 2021)
- Human Computer Interaction - IxDF (September, 2021)
- Mobile User Experience (UX) Design - IxDF (April, 2019)

## EDUCATION

### MASTER OF SCIENCE, INFORMATION TECHNOLOGY PROJECT MANAGEMENT

Golden Gate University, San Francisco, CA  
**October 2005**

### BACHELOR OF FINE ARTS, GRAPHIC DESIGN

Fashion Institute of Technology, New York, NY  
**June 2002**

### ASSOCIATE OF SCIENCE, ADVERTISING

Fashion Institute of Technology, New York, NY  
**June 2000**