# Alexandra Radoulova UX/UI Designer & Researcher

✉ radoulovaa@gmail.com

📍 Graz, Austria

in https://www.linkedin.com/in/alexandra-radoulova/

👤 www.uxandra.com

## Summary

I am a UX/UI Designer skilled in **Research and Interactive Prototyping** using Figma. With a strong background in cultural project management, I combine an artistic and analytical approach to translate business objectives into engaging and intuitive user experiences.

## Work

### Location Guide Redesign | Top10 Berlin| Mai-August 2024

Redesigned the Top10 Berlin platform, **optimizing information architecture for explorative search patterns** and improving the mobile-first interface for 70% mobile traffic. **Conducted user research and a content audit** to inform the redesign and business model. **Prototyped and tested a location filter**, ensuring a balance between user experience and SEO for future growth.

### Portfolio Development | CareerFoundry's Front-End Specialization Project | X-XI 2023

**Designed, developed, and built a personal UX/UI portfolio using HTML, CSS, and JavaScript.** Focused on intuitive navigation and clear presentation of work, applying user-centered design principles and interactive prototyping to create a seamless experience for potential employers and clients.

### SevenCircles Web-Redesign | Non Profit Org. | August-September 2023

Redesigned a content-heavy website (100+ images, 8,000+ words). **Developed a content strategy and text guidelines based on user research. Optimized screen real estate** with an independently scrollable dual-pane layout. Conducted **two surveys and five interviews**, **rebuilt the information architecture**, and designed low-, mid-, and high-fidelity wireframes. Oversaw the entire development process to ensure alignment with user and organizational goals.

### qualyTime app | CareerFoundry's UX Design Course Project | January-August 2023

Developed an **MVP and interactive prototype** for a educational app as part of a comprehensive course project. Applied end-to-end UX design processes, including **concept development, user research, information architecture, wireframing, usability testing, and UI design.**

## Experience

### Cultural Project Manager | SevenCircles | 2020 - present

Conceptualized and developed over 10 cultural initiatives and contemporary art projects as Cultural Project Manager at SevenCircles. Managed more than 40 performances with 30+ solo artists and ensembles, overseeing all aspects of project execution, including ideation, research, budgeting, and rehearsal planning. Led teams of 3 to 12 people and served as a spokesperson for contemporary art stakeholders. Successfully implemented audience engagement strategies that tripled event reach.

| Skills | Tools | Education | Languages |
|---|---|---|---|
| Research | Figma | March 2024 | Illsutrator, Color Theory | BYOL | English Fluent |
| Testing | Figjam | December 2023 | Front-End Specialization Certificate | CareerFoundry | German C1 |
| Wireframing | Illustrator | | Bulgarian Native |
| UI | Miro | August 2023 | UX Design Certificate | CareerFoundry | |
| Interactive | HTML/CSS | | |
| Prototyping | Github | | |