

IKA MERKE

Bishkek, Kyrgyzstan • +996755888538 • Ikamerke92@gmail.com • [linkedin.com](https://www.linkedin.com)
For my Portfolio [Ika Merke](#)

UI/UX designer with a track record of designing innovative digital products that effectively address complex user problems and enhance overall user experiences. Proficient in conducting comprehensive user research to inform design decisions and ensure user-centric solutions. Actively committed to staying abreast of industry trends and continuously refining design processes to deliver exceptional products.

PROFESSIONAL EXPERIENCE

Bishkek, Kyrgyzstan Jan 2022- May 2023

Dev, Intern - UIUX Designer

- Designed and implemented the innovative "Hire a mentor" feature for an existing IT bootcamp platform, resulting in a 25% increase in mentorship connections within the first month.
- Applied design thinking process to deeply understand user needs, resulting in high user satisfaction and positive feedback.
- Collaborated closely with developers to ensure accurate implementation and a smooth user experience.

Bishkek, Kyrgyzstan Sep 2022 - Jan 2023

Freelance - UIUX Designer

- Conducted heuristic evaluation to identify key areas for improvement in usability and user experience
- Gathered feedback through surveys and interviews to address pain points
- Designed improvements using pen and paper sketching, wireframing, and prototyping
- Tested designs with a small group of users and iterated until effective
- Conducted usability testing using qualitative and quantitative measures
- Made further refinements based on testing results resulting in a 15% increase in user satisfaction.

UAE, Dubai Aug 2016 - Sep 2018

Fashion Designer

- Responsible for product selection and seasonal range plans for Ladies division, considering market trends, customer preferences, and business objectives.
- Presented new ranges to senior retail managers, effectively conveying the value and appeal of the product range.
- Supported daily operations within the designated buying area, processing an average of 50 purchase orders per week with 99% accuracy, collaborating with the buyer on various tasks such as maintaining records, processing purchase orders, and managing timelines.

EDUCATION

UAE, Dubai Aug 2011 - Sep 2016

Kyrgyz State National University

Department: Accounting

Diploma Economic

SKILLS & OTHER

Trade Skills: Information Architecture, Wireframes, User Tasting, Rapid Prototyping, User Interface Design, Usability Testing, Design Systems, Surveys, Data Analytics

Tools: Figma, Adobe XD, PS, PP, HTML, CSS

Soft Skills: Presentation, Collaboration, Adaptation