

# Ieva Ferdman

Product Designer · UI/UX

Jacksonville, FL, USA    ievaferdman.1@gmail.com



## Experience

### indyRIOT — Product Designer

Nov 2021 - Aug 2023

Storybook    Figma    Amplitude    Prototyping    User Research

- Conduct interviews and workshops with stakeholders to grasp their needs and objectives.
- Research market trends and competitor platforms for insights and innovation in various features.
- Develop customizable design solutions, enabling seamless rebranding for diverse clients on the platform.
- Drive the increase of daily active users across all community platforms.
- Plan and execute usability testing sessions, incorporating feedback for continuous improvement.

### Schibsted — User Experience Designer (intern)

Jul 2021 - Aug 2021

User Research    AI audio

- Developed and tested a text-to-speech feature for Aftenposten during the Summer of 2021.
- Prototyped and integrated Speechkit into Aftenposten Articles for high-quality text-to-speech services.
- Conducted four experiments, including Design Spring interviews and A/B tests.
- Collaborated closely with developers throughout the internship.
- Explored custom AI-voices through Speechkit's capabilities based on voice recordings.

### Arto — Freelancer

Jan 2014 - Dec 2019

Interior design    Book Design    WordPress    Illustrator    Photoshop    inDesign    Packaging

- Specializes in collaborating with small businesses for impactful visual identities.
- Extensive experience in web design, magazine illustration, and Eco-friendly product packaging.
- Accomplished in creating wallpaper designs for restaurants, contributing to unique atmospheres.
- Collaborated with a writer to publish two Children's stories, handling layout, illustrations, and cover visuals.

## Education

### Career Foundary — Professional Degree, Front-End Dev

Jan 2024 - Mar 2024

### Noroff, Norway — Professional Degree, UX Designer

Oct 2020 - Nov 2021

### Prague City University — BA, Graphic Designer

Sep 2014 - Nov 2017

## Skills & Tools

Underline indicators    Frequently Used    Occasionally

### UX/UI

Skills    Wireframing    Prototyping    Experience Flows    Product Strategy  
Ideation    Interviews    Data Synthesis    Usability Testing    Surveys

### Languages

FE related    HTML    CSS    JavaScript  
Speaking    English    Latvian    Norwegian

### Technologies

UI related    Material UI    Tailwind CSS  
FE related    Storybook

### Tools & Softwares

Coder related    VS Code  
Designer related    Figma    Illustrator    Photoshop    inDesign    Amplitude    Notion