

Ieva Ferdman

Product Designer · UI/UX

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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