YANA KOTLIAR

UX/UI Designer

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TOOLS

Figma, Sketch
Adobe XD, Adobe Illustrator
Maze, Miro, Jira, Confluence
CSS and HTML

SKILLS / DESIGN

User flows, Site maps
UX writing, Microcopy
Wireframing, Prototyping
Accessibility, Information Architecture
Visual Design, Product Design,
Design systems, Style guides
Design strategy, Agile design process
Branding, Conceptual models

SKILLS / RESEARCH

Usability testing,
User interviews, User surveys
Journey maps, Affinity mapping
Competitive, Comparative analysis
SWOT analysis, Building user personas
Accessibility evaluation

EDUCATION

UX WRITING
Projector Institute
2023 / New York, NY

UX DESIGN
UX/UI Immersion Program /
Thinkful
2021 - 2022 / New York, NY

WEB DESIGN
Fundamentals and principles of
Web design / Projector Institute
2021 / New York, NY

**MASTER OF INTERNATIONAL
RELATIONS**
Vistula Academy
2015-2016 / Warsaw, PL

BACHELOR OF ECONOMY
National Transport University
2011-2015 / Kyiv, UA

WORK EXPERIENCE

UX/UI DESIGNER

HSTK (Haystack)

March 2023 - Present

- Leading the end-to-end design and implementation of updates for the IDOI website.
- Optimized the insurance search experience by streamlining website navigation, leading to a 32% improvement in task completion time and
 a reduced error search rate.
- Partnered with a diverse team of software developers to create a quality user experience, which included interfacing with stakeholders to align UX design with product vision and consumer needs.

DESIGN CONSULTANT

Zenda LLC - J.P. Morgan Chase

May 2022 - March 2023

- Worked on redesigning, formatting, and content-managing the process of private bank onboarding transformation that offered more than 20 products.
- Worked on 50+ variations of design based on requirements documented in Jira/Confluence.
- Produced user flows, wireframes, and clickable prototypes in partnership with UX and development teams for every Sprint cycle.
- In collaboration with the research team facilitated more than 10 usability tests on different stages of product creation.
- Created visual models that illustrate current and future state experiences, risks, and areas of strategic opportunity.

CONTRACTOR - FREELANCE
UX/UI / PRODUCT DESIGNER

June 2021 - May 2022

- Designed responsive websites and applications for businesses applying user-centered design via a variety of research and design techniques, creating usable and accessible products.
- Contribute to creating, organizing, and distributing project style guides and UI libraries, user flows, wireframes, and interactive prototypes for clients.
- Collaborated with stakeholders and web developers to deliver the projects within scope and on brand.