Marina Shumeyko

Senior UX/UI & PODUCT DESIGNER

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Location: Copenhagen, Denmark
Notice period: one month
Contact by email preferred

WORK EXPERIENCE (Total: 11 years)

GameAnalytics - Lead UX/UI Designer
Copenhagen, Denmark
Apr 2019 - Present

User Experience (UX)

• Helping define MVP and product features taking part in product discovery Brainstorming and Gut test sections inside an Agile/Lean development environment.

• Taking part in the UX research developing: UX audit, competitor analysis, user flow, journey map, personas, scenarios, storyboards and defining the information architecture to enhance functionality and identify and troubleshoot possible UX/UI problems.

• Responsible for testing and generating reports to improve the UX on our projects using mostly Google Analytics and Full Story.

User Interface (UI)

• Designing sketches, low/high fidelity mock-ups and prototypes using Sketch and Invision.

• Responsible for supervising the development of the code to ensure the developer team accuracy matches with my mock-ups. Helping the frontend team to implement and maintain the component library by using Storybook and React framework.

• Assisting the CEOs in the Business Development, designing quick mock-ups/prototypes and preparing stunning presentations to show to the board of directors.

• Developing and improving guideline documentation and branding, apart from using software like Zeplin/Invision DS/Confluence, to effectively communicate interaction and design ideas to the developer team.

• Supporting our Frontend team to implement the Design System components library to ensure styling consistency.
 (HTML5, CSS3, SASS/SCSS, React, Typescript)

Other

• Interviewing, assisting in onboarding processes and coaching new team members.

• Mentoring and guiding new designers to ensure design system consistency across all our products (web & mobile).

ABOUT ME

I believe in creating ideas and digital experiences that connect with everyday life, collaborating with others and gaining insights into how users interact with my work. I can graphically translate, create design strategies into highly successful interfaces and campaigns, resulting in direct revenue growth. I'm self-driven designer, who can take a risk and being a part of some projects at the same time.

SKILLS

DESIGN
UX Reaserch
UX/UI Design
Websites Design
Mobile App Design
Dashboard/CRM Design
Prototyping & Testing
User flow/User journey
User Testing
Design thinking process
Information Architecture
Graphics & illustrations

DEVELOPMENT
Frontend
HTML/CSS/SASS/SCSS/JS
Gulp/Webpack
SEO

TOOLS
Sketch
Adobe Photoshop
Adobe Illustrator
Adobe XD
Figma
Invision
Zeplin
Visual Studio Code
GitHub
Google Analytics
Full Story
Firebase

Other
Agile/Lean methodology
Project management
Team management

Falcon.io - Frontend Designer
Copenhagen, Denmark
Apr 2016 - Apr 2019

User Experience (UX)

• Responsible for UX research trying to understand the user behaviour and translating internal and external feedback into intuitive solutions, creation of personas and scenarios through stakeholder interviews and competitive analysis.

• Manager for the interaction design, designing user flow/journey, architecture information using card sorting and tree tests techniques.

• Responsible for the user testing and optimization of the final product before its official launch through usability tests in the site and A/B tests.

User Interface (UI)

• Responsible for the creation and design wireframing, mock-ups and prototypes using some of the most modern software: Sketch and Photoshop. Also crafting and drawing prototypes.

• Creating visual communication by building interactive assets, icons, presentations, interactive prototypes and mock-ups.

Other

• Supporting the Dev team writing HTML5, CSS3, SASS/SCSS, Angular, Typescript code of the different user interfaces I have previously designed.

• Fixing front-end bugs, helping the frontend team to implement and maintain the component library (Angular).

• Experienced working in an Agile (Jira) development process.

Telenor.dk - Frontend Designer
Copenhagen, Denmark - Kharkov, Ukraine
Aug 2013 - May 2015

Web Design and Front-end Development

• Responsible for the creation and design wireframing, user journeys, interaction concepts, mock-ups and prototypes.

• Preparing user tests and analysing results of user researches.

• Created and maintained the front-end standards document and oversaw the production of Javascript, HTML, and CSS. Helping the frontend team to implement and maintain the component library.

LANGUAGES

English - Fluent
Danish - Intermediate
Russian - Native
Ukrainian - Fluent

PERSONAL INFO

Birthday - September 28, 1985
Nationality - Ukrainian
Married.
Living in Allerød with my husband and two kids
Moved to Denmark in **2015**.

HOBBIES

Photography
Drawing in Procreate App
All related to design
Swimming
Cycling
Cooking
Traveling
Netflix
Drinking coffee :)

WORK EXPERIENCE (Total: 11 years)

Nitra - Product lead (e-commerce)
Kharkov, Ukraine
Jun 2010 - Aug 2013

As Product lead and Designer

- Collected business requirements from internal stakeholders regarding website functionality and evaluate potential solutions

- Responsible for analysing and suggesting any further improvements/functions/add-ons that could be required to optimise the websites.

- Responsible for the performance of the websites in terms of maintenance and raise any performance issues.

- Conducted quality assurance and testing when required

- Responsible for managing end to end e-commerce projects to improve functionality.

- Taking part in the UX research developing: UX audit, competitor analysis, user flow, journey map, personas, scenarios, storyboards and defining the information architecture to enhance functionality and identify and troubleshoot possible UX/UI problems.

- Working with the sales and marketing team to drive sales forward. Mentoring and training up junior and new staff.

- Responsible for arranging & chairing weekly team meetings, focussing on targets & achievements.

- Motivated the team to achieve high standards and KPI targets.

W3 Ukraine (PSD2HTML) - UI Developer
Kharkov, Ukraine
Sep 2009 - Jun 2010

UI Development

- Designed and developed email creatives (newsletters) following responsible guidelines.

- Converting PSD designs into responsive HTML/CSS/JS mock-ups