



Marina Shumeyko

Senior UX/UI & PRODUCT DESIGNER

Web marinashumeiko.github.io/portfolio/

Email: mar.shumeyko@gmail.com

Linkedin: [marina shumeyko](#)

Phone: (+45) 53 85 75 55

Location: Copenhagen, Denmark

Notice period: one month

Contact by email preferred

WORK EXPERIENCE (TOTAL: 13 YEARS)



GameAnalytics - Design Team Lead

Copenhagen, Denmark

Apr 2019 - Present

User Experience (UX)

- Helping define MVP and product roadmap, taking part in product discovery Brainstorming in 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, Full Story, Appcues, Pendo.

User Interface (UI)

- Designing sketches, low/high-fidelity mock-ups and prototypes using Figma, Sketch and Invision.
- Responsible for supervising the development of the code to ensure the developer team accuracy matches with designs. Helping the frontend team to implement and maintain the component library.
- 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 FigmaJam, Zeplin/Invision DS/Confluence/Slack 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.

Team Lead

- Overall ownership of the design capabilities to ensure professionalising the design field (Formulate standards, best practices, coach and mentor designers, etc.)
- Interviewing, assisting in onboarding processes and coaching new team members.
- Mentoring and guiding designers to ensure design system consistency across all our products (web & mobile).

WORK EXPERIENCE (TOTAL: 13 YEARS)



Falcon.io - Frontend Designer

Copenhagen, Denmark

Apr 2016 - Apr 2019

User Experience (UX)

- Responsible for UX research to understand user behaviour and translate internal and external feedback into intuitive solutions, creating personas and scenarios through stakeholder interviews and competitive analysis.
- Advocate for the interaction design, designing user flow/journey, architecture information using card sorting and tree test techniques.
- Responsible for the user testing and optimization of the final product before its official launch through usability tests on the site and A/B tests.

User Interface (UI)

- Responsible for creating and designing mock-ups and prototypes using some of the most modern software: Figma, Sketch and Photoshop and crafting and drawing prototypes.
- Creating visual communication by building interactive assets, icons, presentations, interactive prototypes and mock-ups.

Other

- Supporting the Dev team in writing HTML5, CSS3, SASS/SCSS, Angular and Typescript code of the different user interfaces I have previously designed.
- Fixing frontend 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 Frontend Development

- Responsible for the creation and wireframing, user journeys, interaction concepts, mock-ups and prototypes.
- Preparing user tests and analysing results of user researches.

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

Jun 2010 - Aug 2013

As Lead Designer

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

- Responsible for analysing and suggesting 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 raising 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 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 guidelines.

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

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 and create design strategies into highly successful interfaces and campaigns, resulting in direct revenue growth. I'm a self-driven designer who can take a risk and work on some projects simultaneously.

SKILLS

DESIGN

UX Research
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

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

Other

Agile/Lean methodology
Project management
Team management

EDUCATION

Master of Science in Audit and Accounting
National Agrarian University, Ukraine
Graduation date: June 2008

Courses & Certificates (2019-2022)

- Master Digital Product Design: UX Research & UI Design (2022)
- DESIGN RULES: Principles + Practices for Great UI Design (2022)
- UX Reaseach (Future London Academy)-2021
- Figma UI UX Design Essentials (2020)
- Modern React with Redux (2019)
- The Ultimate Guide to Usability and UX (2019)
- Level Up Your CSS Animation Skills
- Demystifying Parallax
- Photoshop CC MasterClass
- Illustrator CC MasterClass

LANGUAGES

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

PERSONAL INFO

Birthday - September 28, 1985

Nationality - Ukrainian

Married.

Living in Allerød with my husband and three kids

Moved to Denmark in 2015.

HOBBIES

All related to design
Photography



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