



Marina Shumeyko

Senior UX/UI & PRODUCT DESIGNER

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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 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.
- 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.

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 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 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

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 Research (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
Drawing in Procreate App
Running
Workouts
Traveling

WORK EXPERIENCE (TOTAL: 13 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 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-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 responsible guidelines.

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