



Marina Shumeyko

Senior UX/UI & PRODUCT DESIGNER

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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.
- 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).

ABOUT ME

I'm a happy hybrid designer – interaction and visual – with a strong focus on rapid prototyping and a passion for innovative technologies.

I love to expand my knowledge by learning the best practices in research and human-centered design. One of my favorites is Nielsen Norman school.

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

WORK EXPERIENCE (TOTAL: 13 YEARS)



Telenor.dk - Frontend Designer

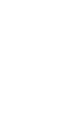
Copenhagen, Denmark - Kharkov, Ukraine

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.

WORK EXPERIENCE (TOTAL: 13 YEARS)



Nitra - Lead Designer (e-commerce)

Kharkov, Ukraine

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