

# Nadi Epina

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## SUMMARY

User Experience Designer passionate about **human-centered design, usability research, and interactive prototyping**. Strong foundation in **design systems, wireframing, and accessibility**. Proficient in **Figma, Adobe CC, and front-end collaboration**. Experienced in **agile workflows and cross-functional teamwork**, working alongside **product managers, engineers, and researchers**. Excited to bring **data-driven UX improvements** to Oracle's enterprise design solutions.

## EXPERIENCE

### Embily – UX/UI Designer & Researcher | 2022—Present

Embily is a global fintech company providing seamless crypto payment solutions. The platform simplifies transactions between fiat and digital assets for users worldwide.

- Conducted **400+ user interviews** and usability tests, informing data-driven product decisions.
- Designed **interactive prototypes and wireframes** for web & mobile applications.
- Improved **product accessibility and visual consistency** through design systems.
- Collaborated with engineers to ensure **seamless implementation** of design components.

### Embily (Remote / New York, USA) – Project Manager | 2021-2022

- Conducted **user research & usability testing** to optimize fintech product workflows.
- Designed and tested **new UI patterns**, increasing engagement by **20%**.
- Worked closely with engineers to **refine and implement design updates**.

### Effebot (Europe, Hong Kong, Russia) – Product Manager | 2015-2020.

*Effebot is a global SaaS company offering AI-driven voice messaging solutions for businesses, optimizing customer outreach and engagement*

- Led **customer development projects** and extracted user insights for product iterations.
- Designed and **implemented UI updates**, improving retention and engagement.
- Worked with designers & developers to **streamline UX flows**.

## EDUCATION

- **UX/UI Design Boot Camp – UC Berkeley** (2024)
- **Bachelor of Science in Accounting – Perm State National University** (2014)
- **Global Leadership Program (GLO) – UC Berkeley** (2021)

## TECHNICAL SKILLS

- **Design & Prototyping:** Figma, Sketch, Adobe XD, Illustrator, Photoshop
- **Design Systems & UI Components:** Figma Components, Tokens, Atomic Design
- **User Research & Testing:** Usability Testing, A/B Testing, Interviews
- **Development Basics:** HTML, CSS, JavaScript (for collaboration with engineers)