



# Yoana Churkina

Data-Driven UX Designer Specializing in User Research

## ABOUT ME

UX/UI designer graduated with a Master's in Data-Driven Design at HU, with experience in research, prototyping, and transforming insights into intuitive, data-driven solutions. Skilled in collaborating with diverse stakeholders and translating their needs and values into thoughtful, user-centered designs that deliver lasting impact.

## EDUCATION

### Utrecht University of Applied Sciences

*Master Data-Driven Design*

Sept 2024 - July 2025

**Competences:** Responsible design, data ethics, critical thinking, data studies, Python, LLMs

### Fontys University of Applied Sciences

*Bachelor's in Information Technology and Media Design* (Sept 2020– July 2024)

Minor: Brand Experience and Event Design at HU (Sep 2023 – Jan 2024)

**Competences:** Adobe XD, Photoshop, Figma, UX/UI research, web development, Brand strategy, marketing, event management

### 7-th Secondary School

*High School Diploma*

Sept 2015– June 2020

**Specialization:** Information technology

**Competences:** Web development, Mathematics

## EXPERIENCE

### INTERN USER EXPERIENCE DESIGNER

*MediaCampusNL*

Sept 2024 – July 2025

Designed MIA, a platform supporting early-stage media start-ups at Media CampusNL, aimed at fostering secure idea validation and innovation. The project focused on addressing challenges around trust, privacy, and transparency in generative AI to create a safer and more user-centered experience.

### USER EXPERIENCE DESIGNER

*Simptel*

Feb 2024 – July 2024

Designing a prototype of a visual development tool for Simptel's Digital Identity Self-Service Portal - a SaaS platform that enables non-technical users to customize authentication flows and streamline secure identity management.

### VICE PRESIDENT

*Proxy Student Association*

Oct 2022 - Nov 2023

● Vice President

Dec 2022 - Nov 2023

● Head of the Internal Department

Sept 2022 - Nov 2022

Managed three departments and organized key events such as Intro weeks for freshmen students.

## SKILLS

**Tools:** Figma, Adobe XD, Photoshop, GitHub, Miro, Azure DevOps, Trello, Jira

**Design & Research Skills:** user research, prototyping, usability testing, journey mapping, design systems, data-driven design, interaction design

**Communication:** teamwork, stakeholder communication, leadership, presentation skills

**Soft:** adaptability, problem-solving, critical thinking, creativity, user empathy

## LANGUAGES

### ENGLISH

Full professional proficiency

### BULGARIAN

Native or bilingual proficiency

## CERTIFICATES

### UI Advanced

*SoftUni Creative*

Issued Aug 2022

### UX Advanced

*SoftUni Creative*

Issued Jun 2022

### Photoshop for Beginners

*SoftUni Creative*

Issued March 2021

## INTERN USER EXPERIENCE DESIGNER

*Bosch Security & Systems*

Aug 2022 – Jan 2023

Interned at Bosch designing and developing a video switching interface for the 'Future of Conference' project, replacing manual JSON setup with an intuitive tool for non-technical users. Currently used by municipalities and governments worldwide to streamline conference operations.

## PR Student

*Fontys University of Applied Sciences*

Sept 2021 – June 2024

Supported university promotion by organizing events and creating social media content

## HOBBIES

- Dancing
- Exploring films and TV shows
- Listening to music
- Playing board games
- Engaging in social activities with friends

## CONTACTS

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