

# **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.



## APP 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



#### **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

Interned on designing a visual development tool prototype for Simptel's Digital Identity Self-Service Portal, enabling non-technical users to customize authentication flows while streamlining secure identity management

#### **VICE PRESIDENT**

Proxy Student Association

Oct 2022 - Nov 2023

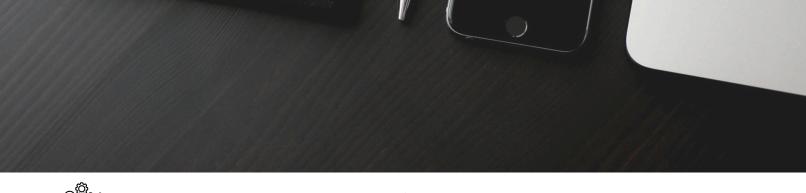
Vice President

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.





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



#### **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



### CONTACTS



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