



Yoana Churkina

Data-Driven UX Designer Specializing in User Research



A B O U T M E

UX/UI Designer specializing in turning research and data into intuitive, user-centered digital products. Experienced across the full design process, from discovery and prototyping to testing and validation, collaborating with stakeholders to align user needs with business goals and deliver impactful solutions.

E D U C A T I O N



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



E X P E R I E N C E

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

DUTCH

Elementary proficiency (A1)

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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