Victoria Panshin

UX UI PRODUCT DESIGNER | RESEARCH | INFO-ARCHITECTURE
DATA VISUALIZATION | ILLUSTRATIONS

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Designer is not just my title - it is who I am!

Immersed in a rich palette of creativity & deep understanding of design principles & human-centered design. I have been breaking down complex design challenges into intuitive experiences - ensuring the result is highly functional, visually appealing, accessible, and meets product objectives. My design journey has been enriched not only by exploration and discovery but also through teaching and hands-on, holistic experience across the entire product life-cycle from concept to launch, working in both B2B and B2C sectors.

EXPERIENCE

Research UX/UI Design | Instructional & eLearning
Online Education & Webinars
| 02/2024 - 06/2024

Sr UX/UI Product Designer
Warner Bros Discovery
| 08/2022 - 10/2023

Senior UX/UI | Visual Designer | eLearning
Hatch Early Child Education
| 04/2022 - 07/2022

Senior UX/UI Product Designer & Visual
BlackBerry Cyber Security
| 01/2017 - 10/2021

UX/UI Product Design & Architecture
Scotia Bank
| 10/2016 - 12/2016

UX/UI Research | Visual Design & Video Editing
Compass Group
| 01/2016 - 04/2016

UI Interactive Designer & Illustrator
Wizits Ltd Game Studio
| 01/2014 - 07/2014

Interactive Digital Designer & Illustraor
BWIN Party Digital Media and Entertainment
| 09/2012 - 03/2013

EDUCATION

MA DESIGN FOR INTERACTIVE MEDIA
London Middlesex University

B.DESIGN INTERIOR ARCHITECTURE & 3D ENVIRONMENTS
The College of Management - School of Design

COURSES & TRAINING

LEADERSHIP
- UX Management (HECMontrealX)
- Product Leadership (USMx)
EDX

PRODUCT & BUSINESS COURSES:
- Cyber Security
- Data-Driven Product Research & Design Thinking
- Product Management for AI
Udemy

ART DESIGN & ARCHITECTURE
- Design Thinking for UX Design Leaders
- Research & System Thinking for Product Design
MDX University
- Human Interaction, Consumer Behavior & Social Pscychology
- Phylosophy History of Art Design & Architecture
- Narrative, Cinema and Game Set Design
The College of Management

TECHNICAL COURSES:
- HTML/CSS, Markdown, CMS
- Animation, Video and Effects
- 3D Design Modeling & Rendering
MDX University

VOLUNTEERING

Art Teacher Assistant
GRTW Academy, NJ, US

Photography & Videography
Tamarak, NJ, US

Instructional Designer UX/UI Course Development.
Sheridon College, ON, CA

Professor Assistant Teaching Design Tools
London Middlesex University
London, UK

DESIGN TOOLS

Product Design
Adobe XD
Figma
Sketch
Zeplin
Miro

Illustrations & Graphics
Adobe Creative
Illustrator
Photoshop
InDesign
Afinity Designer

Video, Sound & Animation
After Effects
Premiere Pro
Final Cut Pro
Adobe Animate

3D Design
Autodesk 3D
Max
Cinema 4D
Autodesk Revit
Blender

Web
GitHub/ Code
Markdown
Wordpress
HTML CSS
Confluence

NEXT >
Discover the Depth of My Experience

EXPERIENCE DESCRIPTION

Research UX/UI Design | Instructional & eLearning
Online Education & Webinars
| 02/2024 - 06/2024

- Design and implement materials for comprehensive lesson plans and instructional materials tailored to accommodate learners from diverse backgrounds and varying levels of expertise.
- Taking part in a webinar to Introduce a course that involves the theory of Design principles, UX research methodologies & user-centered design solutions.
- Mentor students at different levels of their creative journey. Guiding ideation, design thinking processes, visual communication, design systems, typography, color theory, and layout.

Sr UX/UI Product Designer
Warner Bros Discovery
| 08/2022 - 10/2023

- Collaborate with cross-functional team members to gather information, conduct competitor research & analyze user behavior. Understand the customers/stakeholders, business requirements, and technologies. Use my design thinking to consider company values and find creative solutions that work, both for the product and the brand.
- Applying human-centered design implementation to focus on intuitive functionality and developing a unified Design System. Create components to ensure a cohesive & user-friendly experience throughout the product ecosystem. Produce user flows, info-architecture, wireframes, mockups, and prototypes to enhance overall user experience. Design user-friendly and visually appealing features and components that contribute to the product's improvement.
- Document core functionality and guidelines recommendations in Figma, Miro & Confluence for team reference. Establishing a shared understanding of design principles and guidelines, fostering an organized workflow for seamless integration across diverse teams.
- Support the Engineering team & test the implemented designs while ensuring user accessibility is maintained. Coordinate between teams, effectively bridging communication gaps and enhancing collaboration.
- Participate in user testing sessions to gather insights and leverage user feedback to enhance the design.

Senior UX/UI | Visual Designer | eLearning
Hatch Early Child Education
| 04/2022 - 07/2022

- Supporting the ongoing evolution and merger of multiple e-learning products into one Brand. Creating a Brand Identity & enhancing the user experience across all products to help create friendly interactions and intuitive experiences.
- Maintaining design system components to ensure consistency. Support discussions with engineering to ensure a common understanding of the outcomes. Sharing feedback and design recommendations to help create friendly interactions and intuitive experiences.

Senior UX/UI Product Designer & Visual
BlackBerry Cyber Security
| 01/2017 - 10/2021

- Multichannel Collaboration - Worked across different channels in the company: designing for IoT, Cybersecurity Privacy, Productivity, and Gamification.
- Holistic Considerations for human factors, user research/ usability, and accessibility throughout the design process. Creating user-centered and intuitive Design solutions to simplify complex data structures & optimize user workflows. Including responsive web & mobile (IOS/ Android) and accessibility across various devices and platforms.
- Ensuring a consistent & delightful user experience while considering platform-specific design guidelines and maintaining a unified brand identity.
- Comprehensive Design considerations from information architecture, user flows, wireframes, UI components, infographics, and data visualizations.
- Leading a Design System for a comprehensive dark vs light theme background across all products. Conducting case studies & research to address challenges related to dark & light theme usage. Developed design system guidelines for accessibility and visual aesthetics in both dark and light backgrounds.
- Crafted a tailored experience for first-time users, including intro screens, empty-data visualization, infographics & iconography with a tutorial and helpful tool-tip system.
- Conceptual Prototyping - Collaborated with the innovation team to generate conceptual prototypes for new features and products.
- Supporting the Engineering team and ensuring effective implementation.
- Visual Data Representation: Collaborate with cybersecurity teams to translate data insights into visually compelling graphics. Design engaging and informative infographics and data visualizations to simplify complex concepts.
- Brand Guidelines - provided occasional support to the Brand team by contributing to product design guidelines and company branding materials.
- Mentorship and Guidance for junior colleagues - by understanding the design problems that need solving and offering Guidance and feedback to support their work.

EXPERIENCE DESCRIPTION

UX/UI Product Design & Architecture
Scotia Bank
| 10/2016 - 12/2016

Working part of the Universal Lab team - supporting Scotiabank's mobile App. Designing wireframes and interactive prototypes for a facing iPad application that redefines the future of banking for self-service.

UX/UI Research | Visual Design & Video Editing
Compass Group
Mayo Clinic, TJX, Companies, Toronto Zoo
| 01/2016 - 05/2016

Collaborate with business team members to define requirements and establish user goals, objectives, and success metrics to ensure product success. Design user-centered experiences through usability research and design thinking for mobile, tablet, web, and kiosk platforms. Include journey maps, personas, wireframes, UI elements, illustrations, iconography, and interactive kiosks. Occasionally assisting with video and sound editing for promos. Collaboration with engineering teams to understand the technical constraints. With exposure to Agile methodologies.

UI Interactive Designer & Illustrator
Wizits Ltd Game Studio
| 01/2014 - 07/2014

Illustrating UI and iconography for game elements and story themes. Creating animations and video for publishing. Designing for a game that runs both on the web and mobile.

Interactive Digital Designer & Illustraor
BWIN Party Digital Media and Entertainment
| 09/2012 - 03/2013

Producing conceptual designs for all Brand elements in the business. Considering localization for a copy that was translated and published in more than 22 languages worldwide. Choosing the appropriate style to agreed standards and time frames; ensuring that the creative produced of high quality and supports the Brand's guidelines.

Digital Designer
Tesco Direct - Publishing
| 11/2011 - 09/2012

Working part of a major business transformation and re-launch, within the Web Publishing and Merchandising team. Designing web pages, banners, newsletters, icons, visual navigation and other online graphics and illustrations. Responsible for creating visual appeal for the new website, in departments such as Clothing, Beauty, Home, Technology, Gaming, Sports and more. Finding creative and innovative visual solutions, with designs that identifies with the target audience, supporting costumer journeys and meeting the Brand`s guidelines.

SKILLS

User Experiance Design · Human Interaction · Creative Solutions · Interactive Applications · Print Design · Print & Publishing

UX UED UI · Design Thinking · Design Principles · Usability Testing · Design Paterns · Typography · AI · User Research

Accessibility · User Behavior · Human-Centered Design · UX Research · Design Standards · Concept Development · UX Strategy

Creative Problem Solving · User Interface · User Research · Design Trends · IOS UX Patterns · Brand Development

Prototyping · Usability Testing · Mobile Platforms · Responsive Web · Visual Communication · Android UX Patterns · Video Editing

Design Materials · Web Design · Design Systems · Design Guidelines · Product Architecture · Emerging Design Technologies · Art Direction

Data Visualization · Motion Graphics · Infographics · Color Theory · Markdown · HTML/ CSS · Adobe Creative Suite · Creative Portfolio