

Elena Gale

UI/UX DESIGNER

Paphos, Cyprus

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PROFILE

I pursue design because of its vast potential to help people in day-to-day life, and for its integration of beauty and utility. I'm keen on exploring human-centred, interactive, engaging design, also, prototyping which helps think through interaction models and new possibilities. After all, I want to apply my skills to create a positive impact.

journey, and prepared presentations for social media reporting and fundraising programs.

EXPERIENCE

Simila Cyprus Ltd, Paphos, Cyprus

UI/UX Designer & Advertising Manager Jul 2017 - Present

Collaborated closely with stakeholders to design a responsive, intuitive and engaging website across the property and car rental products on multiple devices.

Accomplishments: Revised and improved the information architecture to make users easy to navigation on the website which leads to an increase of the conversion rate by 30% over an older design. Updated brand logo and assets, created and implemented streamlined templates, created more reliable and cohesive brand perception which is confirmed by Traveler's Choice 2020 from TripAdvisor.

Product Marketing: managing an organisation's online presence including public relations, communications and social media management and created and optimise content for the Web site using a variety of graphics and information from different courses.

UX / UI Design: conducted user research, user journey maps, identifying problems and user needs, prototyping, competitive analysis, and visual design.

Freelancer (contracts)

UI/UX Designer Jan 2015 - Present

As a freelance designer, have worked on wide variety of clients from Canada, the UK, the USA, Ukraine and more to deliver multiple design projects, including UI design, UX flows, storyboards, layout design, landing pages, illustration, typography, and motion graphics. Built UI mockups and prototypes. Collaborated with engineers ensure high- quality implementation.

Kharkov For Rent, Kharkiv, Ukraine

Web Designer & Marketing Manager May 2010 - Dec 2014

Worked closely with the owner to develop a corporate design system, including logo, typography, image style, colours and design principle defining visual parameters for the local property rental service. Created user experience and user interface across mobile and web platforms. Worked with the marketing team and engineers to conduct user research, create personas, UX flows, wireframes, and low to high fidelity prototype.

Dream Way, Kharkiv, Ukraine

Photographer & Social Media Coordinator Mar 2011 - May 2013

VOLUNTEERING

International Children's Heart Foundation, Memphis, TN, USA

Photographer Sep 2011 - Feb 2013

Worked with an international team of doctors and nurses visiting the Kharkiv Children's Hospital. Prepared photo-based visual storylines of the children through their treatment and recovery

SKILLS

UI/UX Design Interaction Design Branding + Identity Wireframing Prototyping
Information Architecture

TOOLS

Figma App Sketch App
Adobe Creative Suite Principle
Webflow Invision
Pen & Paper

Basic HTML/CSS Basic After Effects

EDUCATION

Sochnik Design School

Web & UI Design

Jan 2017 - May 2017

STEP Academy

Computer Graphics & Design Sep 2008 - May 2009

Kharkiv National University of Economics

Master's in Business Economics Sep 2005 - May 2010

LANGUAGES

English IELTS - Overall 7,5 Fluent

Ukrainian

Native

Russian

Fluent