

IVA KERANOVA

keranovai@gmail.com

404.384.1637

SKILLS

Design Sprints
User-Centric Design
Research
Usability Testing
Wireframing
Prototyping
Information Architecture
Interaction Design
Concept development
Design Thinking

TOOLS

Adobe XD
InVision
Figma
Adobe Illustrator
Adobe Photoshop
Sublime
Visual studio code
HTML & CSS
Bootstrap
Wordpress
MailChim

EXPERIENCE

09/2013 - Current

Printed Fabric Marketing Specialist

Georgia Expo

I am responsible for all aspects of marketing of the Custom Exhibit Backdrops (CEB) Division of Georgia Expo Manufacturing. Including but not limited to website graphics, ensure online content is optimized to engage target audiences and accurately promote the brands.

03/2016 - 03/2017

Design Contractor

Mobileblobs

I collaborate with developers in conceptualizing and designing user experience of closed source projects. Participate in the development and tactical execution of content marketing initiatives. Plan, design, edit, and distribute content marketing and communications materials.

08/2012 - 09/2013

Graphic Designer

Whiter Image Dental

Designed HTML emails, working with the head of marketing on developing strategies for an effective promotional campaign, ads, web banners, brochures, maintaining all four WordPress websites.

EDUCATION

Art Institute of Atlanta
Bachelor's degree, Graphic Design
2008-2011

Georgia Institute of Technology
UX / UI Bootcamp Certificate
2019-2020

IDEOu
Insights of Innovation
2016