

# 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**

**Product Designer**

**Georgia Expo**

I am responsible for all aspects of the design and experience of the Custom Exhibit Backdrops (CEB) Division of Georgia Expo Manufacturing. Including but not limited to, shaping the design of new features from the concept phase all the way to release day and monitor them. Responsible for full website architecture and development. Working with management to fulfill brand growth predictions. As well as design internal systems for approving proofs, and tracking the order through production to shipping.

**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