IVA KERANOVA
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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