Iva Keranova

My focus is on creating meaningful experiences through design thinking, crafting user-centered solutions. Experience UX/UI designer, with a background in graphic design.

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EXPERIENCE

Georgia Expo, Suwanee GA — *Visual Designer*

March 2017 - PRESENT

• Implement a design thinking approach to understand customer needs, identify the right problem, and perform informed design decisions.

• Analyzed data from surveys, interviews, analytics, hotjar, and pulled insights to improve customers' experience.

• Design layouts and graphics for the web, working closely with developers through implementation and testing.

• Create stunning visual solutions.

Mobile Blobs, Atlanta GA — *Ux/Ui Design Contract*

March 2016 - March 2017

• Designed and implemented the user interface for a proprietary project

• Plan, design, edit and distribute content and communications materials.

Georgia Expo, Suwanee GA — *Graphic Designer*

Oct. 2013 - Mar. 2016

• Planning, developing and designing HTML email campaigns, client-facing as well as B2B,

• Perform quality assurance on printed fabrics.

• Designing web and print graphics, advertisements and catalogs.

EDUCATION

Georgia Institute of Technology, Atlanta GA — *Ux/Ui certificate*

Aug. 2019 - Feb. 2020

Hands-on training in user-centric design research, design thinking, visual prototyping and wire-framing, interface design, with HTML5 and CSS, interaction design with JavaScript.

Art Institute of Atlanta, Atlanta GA — *Batchelor's of Graphic Design*

Aug, 2008 - Sep. 2011

SKILLS

Adobe Illustrator, Adobe Photoshop, Adobe XD, Bootstrap, HTML5, CSS, Visual Studio Code, Sublime, Figma, InVision, Wireframing, Prototyping, Research, UI, GitHub, WordPress, Zeplin,
Design Sprints
User-centric Design
UI Patterns
Information Architecture
Concept Development
Print Production

PROJECT

Energy.gov — *Personal Project*

Users were overwhelmed by the vast amount of disorganized information on the site. How might we redesign Energy.gov to be a go-to hub for information about green living and alternative energy sources?

keranovai.com/energy.html