Iva Keranova

I see what others can not.

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EXPERIENCE

Aspirion - Ux/Ui Designer
January 2021 - Precent

- Worked with business to turn user stories into meaningful interactive experiences
- Research, interview, and understand the needs and behaviors of the users.
- Advocated a design system.
- Initiated company rebrand.

RebatesMe - Ux/Ui Designer
September 2020 - January 2021

- Advocated a design system.
- Designed and introduced minimal UI for the mobile application.

Georgia Expo - Visual Designer
March 2017 - July 2020

- Used research findings to design layouts and graphics for two websites, working
closely with development through implementation and testing.
- Implement a design thinking approach to understand customer needs, identify the right problem, and perform informed design decisions.
- Perform user interviews, building rapport, and collecting keen insights from targeted groups of customers. Gathered data from surveys, analytics, hotjar, and other resources to improve customers' experience.
- Worked with clients and sales to visualize and produce clients projects.

Mobileblobs - UX/UI Designer
March 2016 - March 2017

- Designed and implemented the UI for a proprietary project.
- Collaborated with clients, engineers, and stakeholders to seek a balance between user and business.
- Strive through multiple iterations to create the best experience for the end-user.

EDUCATION

Georgia Institute of Technology — Ux/Ui certificate - **Feb.2020**

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

Art Institute of Atlanta — Batchelor's of Graphic Design - **Sep. 2011**

SKILLS

Adobe XD, Figma, InVision, Adobe Photoshop, Adobe Illustrator, Visual Studio Code, Sublime, Bootstrap, HTML5, CSS3, Zeplin,

Wireframing, Prototyping, Research, GitHub, WordPress,

Design Sprints
User-centric Design
UI Patterns
Laws of UX
Information Architecture Concepts
Development
Print Production