Iva Keranova

⊙ Portland, Oregon ✉ keranovai@gmail.com ☐ 404.384.1637 in in/iva-keranova ☁ keranovai.com/

SUMMARY

I have a knack for simplifying complexity and finding solutions where others cannot. Constraints in a project are inevitable, but only a step into building something elegant!

EXPERIENCE

UX Designer II

ADP – Business solutions that facilitate businesses in HR, payroll, and administration processes.   **September 2024 – March 2025, Remote**

· Collaborating with product owners to improve user experience for large-scale payroll and HR systems.

User Experience Designer Lead

Aspirion – Specializing in healthcare revenue cycle management services   **January 2021 – January 2024, Remote**

· Redesigned a training and onboarding system, reducing time to proficiency using co-design techniques and leveraging stakeholder insights.
· Map work queue interactions, identify manual pain points, and design scalable UI solutions for automation of repetitive tasks.
· Migrated designs from Adobe XD to Figma and built a component library of patterns, improving consistency and cross-functional collaboration.

Ux Architect

RebatesMe – Online platform helping consumers earn cashback, discounts,   **September 2020 – January 2021**

· Support developers aligned handoff practices and integrated accessibility standards for an inclusive, high-quality UI design.
· Advocated for the adoption of elastic servers, leading to a 30% decrease in system downtime.

Visual Designer

Georgia Expo – Manufactures and supplies equipment and accessories for events   **December 2015 – July 2020, US, GA, Suwanee**

· Led the redesign of Exhibit Backdrops' homepage, simplifying navigation, resulting in a 5% increase in sales, and a 34% decrease in bounce rates.
· Directed extensive user research initiatives, synthesizing qualitative and quantitative data into clear, actionable decision-making artifacts.

EDUCATION

Georgia Institute of Technology, Atlanta GA – Ux/Ui certificate

Georgia Institute of Technology · US, GA, Atlanta · 2020

Art Institute of Atlanta, Atlanta GA – Bachelors of Graphic Design

Art Institute of Atlanta · US, GA, Atlanta · 2011

CERTIFICATIONS

Human-Centered Systems Thinking

IDEO U · 2024

· Certified in navigating complex systems challenges by integrating systems thinking with human-centered design.

Advance Figma

DesignLab · 2024

· Figma, design systems

SKILLS

Hard Skills: Figma, Adobe XD, Sketch, Framer, FigJam, Miro Hard Skills: Design System, Bootstrap, Tailwind CSS, Figma, System Design, Architecture Design, Infrastructure Architecture, Data Architecture, Journey Mapping, Strategic Planning, Data Analysis, Visual Design, Design Thinking, UX Design, Wireframing, UX Prototyping, Adobe XD, Sublime Text, User Interface, Usability Testing

Soft Skills: User Empathy, Stakeholder Management, User First, Communication, Cross-cultural Communication

Technical Skills: Interactive Prototyping, Micro-interaction, UX Detailing, Subtle Animation, UX Animation, Storyboarding, Previsualization, Visualization