

# Iva Keranova

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## 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

- Designed a secure Manager Review & Approval workflow that replaced email-based approvals and became a commercialized ADP feature.
- Redesigned termination/final pay workflow to support same-day payout laws.
- Aligned cross-functional teams through research, process mapping, and prototypes to drive clarity and deliver solutions.

### 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 and design systems

## SKILLS

UX Tools: Figma, FigmaMake, Lovable.dev, Otter.io Adobe XD, Sketch, Miro, Notion

Strategy: Information Architecture, System Maps, Edge case anticipation, Competitive Analysis, Journey Mapping, Process Mapping, Accessibility (WCAG 2.2).

Design: Atomic Design, UI Principles, Design Systems, Grid, Auto Layout, Variants, Design Tokens, Component Libraries, Wireframing, Prototyping.

