

Iva Keranova

📍 Portland, Oregon ✉ keranovai@gmail.com ☎ 404.384.1637 🌐 in/iva-keranova 📁 Portfolio - keranovai.com

SUMMARY

I have a knack for simplifying complexity and seeing what others cannot, without constraints, a project isn't interesting.

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

Aspiron - 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, Figma AI

SKILLS

Strategy: Information Architecture, System Maps, Problem solving, Edge case anticipation, Competitive Analysis, Ideation, Journey Mapping, Process Mapping, Visual Design Usability & Accessibility (WCAG 2.2), User-Centered Design, Design Systems, Pattern Library, Responsive Design

Design: Atomic Design, UI Principles, Design Systems, Grid, Auto Layout, Variants, Design Tokens, Component Libraries, Wireframes, Prototype.

UX Tools: Figma, Adobe Creative Suite, Sketch, Miro, Notion

Front-End Awareness (HTML, CSS, React, GitHub)
