Iana Iavorskaia

UX/UI Designer

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Experience

UI Designer, Pull Panda
Mar 2019 - April 2019

- Designed a new company logo, mascot, and marketing graphics for Pull Panda (previously Pull Reminders)
- Ensured customer satisfaction by presenting art to client and giving a chance for feedback

UX Designer, Designation
September 2018 - March 2019

During a 24-week intensive UX program, I worked on teams of three to define problem spaces through user research. I also developed design solutions and validated them through wireframes and prototypes. I worked with startups and nonprofits that included:

League Swype - A tech startup building a digital wallet for fantasy players.

- Worked directly with the CEO and SMEs to brainstorm payment solutions within legal, financial and technical constraints with the goal of creating a feasible MVP to spark interest on the market
- Developed a unique reminder feature, a new onboarding process, an analytics dashboard, and new payment flows

The Eric Carle Museum of Picture Book Art - A nonprofit museum.

- Designed a searchable catalogue to connect remote users to the museum's often overlooked educational resources
- Developed a new informational architecture to make the website easier to navigate through user testing and card sorting
- Researched and interviewed target audiences that currently use the website to find business opportunities

Landscape Designer, TLC Gardens
May 2018 - October 2018

TLC Gardens is an award winning landscape design company.

- Created, presented and sold design proposals by understanding client needs and iterating based on their feedback
- Handled projects from initial kick-off meetings to contract signing
- Designed a magazine ad for the marketing team

Landscape Designer, George Cardenas Landscape Design
Mar 2014 - July 2017

A family operated landscape design company.

- Created a new company website with SquareSpace to attract a younger audience
- Closed sales on my designs and supervised installations

Skills

Ideation
Branding
Illustration
User interviews
Wireframing
Prototyping
Annotation
Concept testing
Usability testing
Client management
Site and app maps
Affinity diagrams
User personas
Task flows
Competitive analysis
Project management
UX research

Tools

Sketch
Axure
Invision
Marvel
Keynote
Illustrator
Photoshop
HTML - basic level
CSS - basic level
SketchUp
VectorWorks
Procreate

Education

Andrews University
BT Landscape Design, 2014
GPA [3.82]
Magna Cum Laude