

Iana (Iavorskaia) Noda

UI/UX Designer

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iananoda.com/portfolio

Experience

UI/UX Designer, Freelance
Sept 2019 - Current

- Creating user workflows and hi-fidelity mockups for a budgeting app
- Using “mental accounting” to guide users to achieve their monthly spending goals
- Working in collaboration with an engineer to produce designs that work within technical constraints

Graphic Designer, Pull Panda
Mar 2019 - April 2019

- Designed a more friendly company logo, mascot, and marketing graphics for Pull Panda (previously Pull Reminders)

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

Tools

Sketch
Axure
Invision
Marvel
Keynote
Illustrator
Photoshop
After effects
Principle
HTML
CSS
Bootstrap
SketchUp

Education

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