

Iana Iavorskaia

UX Designer

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Experience

Freelance UI Designer

Mar 2019 - Current

- Created a new company logo, mascot, and marketing graphics for Pull Panda (previously Pull Reminders)
- Provided logo and sticker design for an artist

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
- Secured new leads by forming relationships with prospective clients
- Closed sales on my designs and supervised installations

Skills

Ideation
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

Education

Andrews University

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