



Leyli Bunyadzade

UX Designer & Researcher

EXPERIENCE

Junior Researcher, contract

Paris Lodron University Salzburg, Center for HCI

Dec 2022 – Feb 2023, Salzburg, Austria

- Tagging and annotation of points of interest in the collected video footage using ELAN

UX/UI Designer (SaaS)

B2B Trade OÜ

Jan 2021 – Nov 2022, Tallinn, Estonia

- Planning and conducting user interviews, competitor research, usability tests, contextual inquiries and eye tracking tests;
- Delivering personas, user stories, workflows, empathy maps, lo-fi and hi-fi prototypes;
- Communicating with stakeholders to understand the business goals, the client and user needs;
- Improving the internal working process of users by creating new interactions that simplifies their work with the customers;
- Writing design and technical documentation of the system;
- Conceptualising the interactions;
- Working closely with engineers to implement the interactions;
- Creating both mobile and web interfaces for B2B and B2C products;
- Creating atomic design system;
- Writing UX copies.

Illustrator & Graphic Designer

SIP MMC

Sep 2020 – Jan 2021, Baku, Azerbaijan

- Creating icons and graphic elements for mobile apps and web pages;
- Creating illustrations for web page and blog;
- Creating ad banners and posters.

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Portfolio

linktr.ee/leyli.bd

Design skills

Human-Centred Design •
Affinity diagramming •
Persona • IA • Workflow •
Wireframing •
2D, 3D & physical
prototyping • Atomic
design • UX writing

Research skills

Contextual Inquiry •
Thematic Analysis •
Participatory Design •
Workshops • Interviews •
Surveys • Eye-tracking •
Usability testing

Coding skills

C# • JavaScript • HTML •
CSS • C++

Tools

Figma • Unity • Arduino •
InVision • ELAN • Adobe
Illustrator • Adobe
Photoshop

Languages

Azerbaijani – native
English – C1
Russian – native
German – B1
Estonian – B1

2D Artist, intern

Creative Mobile OÜ

Sep 2019 – Dec 2019, Tallinn, Estonia

- Producing marketing and in-game assets for “Into the Radius VR” game;
- Conducting competitor analysis and research for hyper-casual mobile games;
- Preparing character sketches for game prototype.

PROJECTS

Product Designer, Co-founder

Roomie.to

May 2022 – current time, Tallinn, Estonia

- Planning and conducting competitor research, contextual inquiries, interviews, A/B test ;
- Creating low-fidelity and high-fidelity wireframes and prototypes, testing and iterating solutions;
- Creating affinity maps, user goals, personas and workflows;
- Designing tone and voice of the product;
- Creating atomic design system.

EDUCATION

Human – Computer Interaction, MSc

Salzburg University of Applied Sciences & Paris Lodron University Salzburg

Oct 2022 – current time, Salzburg, Austria

Game Design and Development, BA

Estonian Entrepreneurship University of Applied Sciences

Aug 2017 – June 2020, Tallinn, Estonia