# Syuzanna Sharanova

UX/UI Designer, 3.5+ years of experience

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## Education

### UX Research

Yandex Practicum

**2022**

### UX/UI Design

Moscow Design Academy

**2020-2021**

## Expertise

- **Human-Centered Design**
- **Prototyping and Interaction Design**
- **Critical Thinking**
- **Usability Testing & Accessibility**
- **Responsive and Adaptive Design**
- **Design Thinking & Ideation**
- **Data-Driven Decision Making**
- **Cross-Functional Collaboration**

## Language

- **English** (B2+, IELTS: 7.0)
- **Russian** (Native)

## Profile

Hello, I'm Susan, 26 y.o, currently based in Moscow, Russia.
I have experience working as a UX/UI and Product Designer in both large companies and startups, which has made me adaptable and confident in different environments. I always strive to develop design thinking, find effective solutions with fewer steps, and cultivate an unconventional perspective.

## Work Experience

### Heylama app                                            **2023 – 2025**

**Product Designer**

- Designed Heylama AI and Business apps from concept to launch, ensuring seamless, user-friendly experiences.
- Conducted monthly user research, identifying UX/UI issues and delivering actionable improvements.
- Sole designer, collaborating with cross-functional teams to drive innovation and maintain product excellence.
- **Results: Achieved consistent month-over-month growth, including an 18% increase in installs, 8.5% growth in trials, 43% growth in active subscriptions (in December 2024). TechNational has listed Heylama under the top-25 startups to watch in 2025.**

### Remanga                                               **2022- 2023**

**UX/UI Designer**

- Developed a design system from scratch to ensure platform consistency.
- Redesigned key pages, enhancing readability and user engagement.
- Conducted UX research and optimized user flows to improve navigation and overall user experience.
- **Results: Improved key page engagement metrics by 25%, including a 20% boost in average session duration and a 15% reduction in bounce rates. Achieved a 85% satisfaction rate in user surveys conducted post-redesign.**

### Web-Most                                              **2021- 2022**

**UX/UI Designer**

- Improved the design system to ensure consistency across the platform.
- Designed data-driven user experiences for improved usability and engagement.
- Created UX/UI designs for a promo website, optimizing for user conversion.
- Contributed to front-end development with HTML and CSS coding.