

OLGA STEFANOVICH

UX/UI designer

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Dear Canva,

I think that we'd be a great fit together.

You: "working to lead the conversation around mental health and mindfulness. We're curious about our consumers, their challenges, and how Calm can be a true tool for change."

Me: a UX/UI designer with 1 year of design experience and passionately solving people's real problems. In the past, I've struggled with my mental health, and I know many others who do as well. In my journey towards better health, always, I'd make an effort to raise up and help my peers who were struggling, so that together, we can become healthier and happier. These and other struggles I've faced have only improved me as a designer, because I am able to empathize with users deeply, and they have also fed my passion for design.

I am a designer on a mission to create solutions for all people across the globe so that they can be happier and healthier, and to use user-centered design practices always. You can find some examples of my work here: <https://www.behance.net/olyaskachkov>

With my experience and your team, I am excited to deliver these kinds of rich, meaningful experiences together.

Here's what we can do together:

Some things we could potentially explore together are:

- A great strategy for enriching user experience would be allowing the user to select multiple moods during the mood input process. In user research and testing with my project, Olive, I found out from users that most of them preferred to be able to input multiple moods, because oftentimes, they felt a combination of emotions.
- Make more free options for users. In my user research, I found that a lot of users were previously frustrated with mental health apps in the past because most functions had to be paid for, and they just couldn't afford it, but they couldn't afford to get help with their mental health in any other way. In conducting previous competitor research, I discovered that most apps have most of their app restricted for only paying users. Creating more free options would allow you to reach a much wider range of users thus creating a wider market range, improve users' health and experience while easing their frustrations in the process, and, it could in the long run attract more users to then switch to the premium option.
- Simplify UI. In UX, it's optimal to have the simplest UI possible to reduce users' cognitive load, and as a result, their anxiety. For example, some photographs could be replaced with simple illustrations, and some illustrations could be replaced with a calming color.

Let's connect? I'd love to hear from you.

Sincerely,

Olga Stefanovich