

RESUME

PRODUCT AND UX/UI- DESIGNER

PAULINA KUSHTAN

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SKILLS: HARD AND SOFT

			HTML + Pug
Figma	XD	Photoshop	CSS + Sass
			JavaScript
InDesign	Illustrator	Tilda Publishing	Gulp

Abstract + Systems Thinking Healthy Perfectionism Creativity

A designer with a passion for improving the world, knowledge of psychology and jazz music addiction

LANGUAGES

Russian [Native]

English [B2]

French [A1]

EXPERIENCE

JUNE 2021 -
NOW

FREELANCE
UX/UI-DESIGNER AND WEB-DEVELOPER

Challenging freelance during which I create projects from scratch for individual clients. In this position, I was able to feel various roles with different tasks: from a basic illustrator and a ux-writer to a generalist who creates a product, makes researches, creates design, brand identity and prototypes, who is engaged in testing, team management and launch.

Despite the doubts and fatigue that sometimes arise along the way, I miss this case even after one day off. And despite the tough time management, every night I want to have more time in the day to implement ideas.

Skills on this position:

Product Development · Agile Project Management · Design Thinking · User Experience Writing · Web Development · UIKit · Design Systems · Web Design · UX Research · User Interface Design · User Experience (UX) · Figma (Software)

MARCH - MAY
2021

PROJECT
PRODUCT DESIGNER, ILLUSTRATOR AND WEB-DEVELOPER

A linguistic project - the team worked on creating an educational platform.



MARCH - MAY 2021 My main tasks include the product creation including ux researches, testing concepts, brand identity and designing the website. At my request, I also took over the website developing. It was just an incredible dive.

Skills on this position:

Product Design · Gulp.js · pug · SASS · Web Design · Illustration · Branding & Identity · HTML · Cascading Style Sheets (CSS) · JavaScript

EDUCATION & COURSES

2022	California University of Arts VISUAL ELEMENTS OF USER INTERFACE DESIGN
2021	Google UX Design USER EXPERIENCE FOR SOCIAL GOOD; RESPONSIVE WEB DESIGN IN ADOBE XD; HIGH-FIDELITY DESIGNS AND PROTOTYPES IN FIGMA; CONDUCT UX RESEARCH AND TEST EARLY CONCEPTS; BUILD WIREFRAMES AND LOW-FIDELITY PTOTOTYPES; UX DESIGN PROCESS: EMPATHIZE, DEFINE AND IDEATE; FOUNDATIONS OF USER EXPERIENCE DESIGN.
2021	Hexlet JAVASCRIPT
2021	Code Basic JAVASCRIPT FUNDAMENTALS
2021	Saint-Petersburg University PSYCHOLOGY OF CONSCIOUS
2020 - 2021	Personal Mentoring FRONT-END DEVELOPING
2019 - 2020	Sofia Meramedova School SPECIALIZATION: ILLUSTRATOR
2016-2017	Arizona State University TESOL: ENGLISH LEARNING
2016	School of Television ART OF PHOTOGRAPHY
2013-2015	Saint-Petersburg University of Technology and Design JOURNALISM AND PUBLIC RELATIONS

RELATIVE SKILLS

[I described it based on my experience]

BRAND IDENTITY:

Defining the product voice, tone according to the its targets, creation of solid brand style system for the visual and functional elements;

CLIENT COMMUNICATIONS:

Defining targets and main objectives, brief creation, support the client with all information about project development and future steps, helping the client to visualise preferable solutions with moodboards and samples mockups shows;

FOUNDATIONAL RESEARCH:

Getting know target audience, visualisation of end-user using empathy map, defining end-user pain points. Using personas, user story, user journey map creation and Jobs To Be Done frameworks;

DEFINING PROJECT OBJECTIVES:

Conducting competitive audit, outlining goals and possible design solutions;

IDEATION PROCESS:

Using 8s method, making sketches, gather ideas, defining Informational Architecture and creating storyboard and userflow/sitemap;

PROTOTYPING:

Making paper and digital wireframes and mockups, creating low-fidelity and high-fidelity prototypes using components for future comfortable refining;

CONDUCTING USABILITY STUDY:

Moderated/unmoderated, data analysis with affinity diagram, getting insights and defining P0-P3 user problems;

DESIGN REFINING:

Create design solutions of highlighted user problems based on usability study, improve project design according to the best solutions;

DESIGN SYSTEMS AND UI KITS:

Developing clear and logic design system including fonts, colors and grids, creating of UI Kit (sticker sheet) with main components, elements and its states;

PROJECT PREPARING FOR DEVELOPERS:

Structuring all outputs: prototypes with comments about responsivity or other development moments, stickers sheet with all components and style element, checking design system for clarity, preparing all visual elements, text and photo content in the required format;

WEB-DEVELOPMENT:

For websites: building with code using HTML, CSS and Js or building with web-builders [Tilda]. Testing the final version and refining the design, power website with hosting and domain, checking all SEO properties, adding website to Google Console and Yandex Metrics;

POST-LAUNCH RESEARCH:

Testing the project and define improvement area;

ILLUSTRATIONS CREATION:

Making illustrations, icons and infographics according to brand identity and design system;

USER EXPERIENCE WRITING:

Development of brand voice and tone with text content based on end-user characteristics and needs [+ considering SEO];

PHOTO CONTENT CREATION:

Photo and video shooting direction.