PAULINE
KUCHAREW

UX/UI Designer

Contact

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💻 Portfolio

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Skills

- UI Design & Graphic Design
- UX & User Research
- Market Research & Analytics
- Personas, User Journey Maps
- Coding (HTML, CSS, JS)
- Marketing: SEO, Social Media

Hobbies

- Art - Illustration & Drawing
- Psychology - Human Behavior
- Sports - Yoga & Hiking
- Cooking & Baking

Summary

I'm a Canadian designer that uses her passion for human-centered design to solve business problems. My background as a developer allows me to prototype designs quickly and work cohesively with technical teams. I learn new systems and processes quickly, accurately and excel at the work I undertake.
I have a valid work visa.

Work Experience

Front End Developer & UX Designer   2018 - 2020
Creative Circle

- Designed and developed an interactive prototype for a custom sticker editor, enhancing mobile usability.
- Developed e-commerce designs in HTML, CSS, and JavaScript.
- Created email campaigns for real estate clients, using A/B testing to boost open and conversion rates.

Front End Developer   2016 - 2018
Bucket List

- Designed a responsive marketing site on WordPress, ensuring 100% device compatibility.
- Drove lead generation by building landing pages with HubSpot, HTML, CSS, and JavaScript.
- Managed App Style Guide using SCSS stylesheets, improving design cohesion and efficiency.

Front End Developer   2014 - 2016
Forge Media + Design

- Maintenance & localization of Apple (Canada) website.
- Translated design hand-offs into production-ready websites with pixel-perfect HTML/CSS.
- Localized & optimized HTML email newsletters, improving email client compatibility.

Web Designer & Front End Developer   2011 - 2013
Site Nova

- Designed responsive websites in Photoshop.
- Used Balsamiq, Google Analytics, and user feedback to optimize UX through workflow planning.
- A/B Test email campaigns improving click-through rates.

Education

Multimedia Design & Production

Humber College | Etobicoke, Canada