

# Victoria Popova

## UX Designer

☎ +46-736-543-302

@ Victoria.popova114@gmail.com

🌐 [victoriapopova.com](https://victoriapopova.com)

📍 Stockholm/Remote

UX designer with 2 years of experience, focused on improving and creating user-friendly experiences with a human-centric approach.

## EXPERIENCE

### UX designer – master’s thesis

Ericsson AB - Stockholm *Mar 2023 - Jan 2024*

- Conducted extensive research on the transformative impact of generative AI within designers’ workflows in organizations.
- Facilitated several workshops with a team of 10 designers, employing a Research-through-Design (RtD) approach.
- Envisioned and provided near-future applications of generative AI within organizations, presented in the form of a design fiction, further evoking forward-thinking discussions.

### UX designer

YABS - Stockholm *Jan 2021 - Jun 2021*

- Created UX and UI deliverable, aligning them with stakeholder requirements, ensuring their needs are met.
- Collaborated with cross-functional teams, particularly developers.
- Conceptualized and created workflows, wireframes, style documents, all based on UX goals leading to a more seamless and user-friendly experience.

## VOLUNTEERING

### Web developer & designer

Suited magazine *July 2020 - Nov 2020*

- Elevated client’s brand identity by ensuring consistency, resonance, and a memorable visual presence across several touchpoints.
- Improved the front-end styling, integrating the refreshed brand identity to keep an engaging and cohesive user experience.

### Web developer & designer

Black disabled creatives *July 2020 - Nov 2020*

- Designed and implemented solutions to optimize website’s accessibility, adhering to WCAG 2.1 (Level AA) standards.

## EDUCATION

### Msc in Interactive Media Tech

KTH Royal Institute of Technology  
Sweden *2021-2024*

**Topic:** *Co-creating Futures for Integrating Generative AI into the Designers’ Workflow*

### BSc in Computer Science

Stockholm University,  
Sweden *2017-2020*

### Exchange studies

Nanyang Technological University,  
Singapore *2019*

## SKILLS

### Design:

Prototyping, Usability Testing, User research, Storyboarding, Workshops, Wireframing, User journeys

### Design tools:

Figma, Sketch, Miro, Hotjar, Notion

### Adobe:

XD, Illustrator, Photoshop, After Effects

### Programming:

HTML 5, CSS, JavaScript, React, Python, SQL

### Languages:

Swedish, English, Russian

### Other competencies:

Requirement elicitation, Project management, Business Intelligence, SPSS, Excel, Unity, Blender

## RESEARCH

### Publication

Co-author for “The Green Notebook - A Co-Creativity Partner for Facilitating Sustainability Reflection”, <https://doi.org/10.1145/3573381.3596465>