Victoria Popova | UX Designer

I focus on improving and creating user-friendly experiences with a human-centric approach. I find empathy in design important.

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Experience

Ericsson \ UX designer Master's thesis
Mar 2023 – Jan 2024 · Stockholm, Sweden

- Conducted extensive research on the transformative impact of generative AI within designers' workflows in organisations.
- 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 organisations, presented in the form of design fiction, evoking forward-thinking discussions.

YABS \ UX designer
Jan 2021 – Jun 2021 · Stockholm, Sweden

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

Freelance \ Web developer & designer
2020 · Stockholm, Sweden \ Remote

Worked on different projects with objectives such as:
- 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.
- Designed and implemented solutions to optimise the website's accessibility, adhering to WCAG 2.1 (Level AA) standards.

Education

KTH Royal Institute of Technology \ Msc in Interactive Media Technology
2021 – 2024 · Stockholm, Sweden

Thesis topic: *Co-creating Futures for Integrating Generative AI into the Designers' Workflow*

Stockholm University \ BSc in Computer Science
2017 – 2020 · Stockholm, Sweden

Nanyang Technological University \ Exchange studies
2019 · Singapore

Research

Publication
2023 · Stockholm, Sweden

Co-author for "*The Green Notebook - A Co-Creativity Partner for Facilitating Sustainability Reflection*", https://doi.org/10.1145/3573381.3596465

Skills

Design	Tools	Programming	Languages	Other skills
Prototyping	Figma	HTML 5 & CSS	Swedish	Requirement elicitation
Usability Testing	Sketch	JavaScript	English	Project management
User Research	Miro	React	Russian	Business Intelligence
Storyboarding	Notion	Python		SPSS
Workshops	Photoshop	SQL		Excel
Wireframing	XD			Unity & Blender
User journeys	After effects			