Victoria Popova

UX Designer

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EXPERIENCE

UX designer – master 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 - Apr 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 *Aug 2020 - Sept 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 *Aug 2020 - Sept 2020*

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

EDUCATION

Msc in Interactive Media Technology

KTH Royal Institute of Technology *2021-2023*
Topic: *Co-creating Futures for Integrating Generative AI into the Designers' Workflow*
Stockholm, Sweden

Bachelor's Degree in Computer Science

Stockholm University, Sweden *2017-2020*

Exchange studies

Nanyang Technological University, Singapore *2019*

RESEARCH

Publication

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

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

Languages: Swedish, English, Russian

Other competencies: Requirement elicitation, Project management, Business Intelligence, SPSS, Excel, Unity, Blender