

Natalia Polakova

Junior UX/UI designer with a **unique blend of creative flair, user engagement expertise, and strong aesthetics.**

CONTACT

2polakova.natalia1@gmail.com

+44 7960 282 008

Poland

linked/in/nataliapolakova2111

<https://2polakovanatalia1.wixsite.com/mysite>

SKILLS

Research

User Research, User Interviews, User Personas, User Flows, Task Flows, A/B Testing

Design

Lean UX, Design Thinking, User-Centred Design, Visual Design, Web Design, Information Architecture, Rapid Prototyping, Sketching, Wire-framing

Business

Competitive Analysis, SWOT, MVP, JTBD

Tool kit

Figma, Adobe XD, Usability Hub, ChatGPT, Midjourney, Canva

Soft skills

Empathy, Creativity, Curiosity, Communication, Critical Thinking, Problem Solving, Adaptability, Collaboration

EDUCATION

CareerFoundry

UI Design Certificate 2023

Conservatory of Dramatic Arts

Performing Arts 2017

EXPERIENCE

UX/UI Projects

May 2023 - Dec 2023

CareerFoundry

Remote

● Online Fragrance Shop - Luna Essence

- Implemented **user-centric** design principles
- Developed **brand guidelines and style guides**
- Conducted **usability and preference** testing to iteratively improve the whole design

● Game Mobile Design - CodeBreakers

- Crafted **+30** platform specific mockups for **iOS and Android**
- Conducted comprehensive **user flows** to ensure logical progression for users
- Utilised the dynamic capabilities of **AI tools** for art style - **Midjourney, ChatGPT**

● Responsive Recipe App - FoodFlick

- Conducted extensive **user research**
- Analysed **+2 competitors** to identify unique patterns or differentiations
- Utilised **SWOT** analysis
- Applied **Lean UX** methodologies

Senior Sales Representative

Oct 2021 - Jul 2023

Software Development Academy

Remote

- Executed strategic initiatives to broaden target audience and elevate user engagement
- Collaborated with our marketing team to design presentations for online webinars
- Guided individuals through assessments and in-depth consultations, leading to 50+ graduates securing positions aligned with their aspirations

Sales Representative

Feb 2019 - Oct 2020

Bohemia Energy

Czech Republic

- Achieved consistent sales targets through effective communication and relationship building
- Applied customer feedback to recommended product improvements, contributing to a 10% increase in customer satisfaction

Make-up Artist

Oct 2017 - Feb 2019

Sephora

Czech Republic

- Transformed client vision into personalised make-up looks, enhancing their satisfaction and loyalty