ROMAN YANISH

My philosophy is to design for humans. This user-centered approach fuels my passion for designing creative solutions to user needs through detailed research, empathetic user journeys, and data-driven testing.

Romanyanish.com

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651.328.3171

Projects

UI Designer – Fitted (Responsive Web App)

March 2021 - June 2021

Designed high-fidelity prototypes of interactions and key features from user stories and task flows. Produced style guide for interface design elements including typography, color theme, icons, and imagery.

UX Designer– Hidden Gems (Native App)

May 2020 - January 2021

Delivered end-to-end user experiences for key features based on competitive analysis, user interviews, surveys and usability testing. Produced high fidelity prototypes, design system, and style guide. Prepared design assets for developer hand-off.

Work Experience

Partnerships Catalyst–Santa Cruz Museum of Art & History

September 2019 - July 2020 | Santa Cruz, CA

Increased revenue by over $8,500 annually by redesigning the user journey for high level donors. Created a plan to increase revenue and retention by conducting surveys of over 250 members and conducting user interviews. Expanded the membership, volunteer, and internship programs by implementing UX design practices, exceeding outreach goals by over 125%.

Marketing & Outreach Coordinator –Ukiah Natural Foods Co-op

October 2018 - June 2019 | Ukiah, CA

Created new design documents and style guides for the marketing collateral, contributing to a 300% increase in sales. Revitalized the educational outreach program by initiating partnerships with local businesses and co-creating classes, resulting in record-high program attendance for 3 consecutive months. Enhanced email marketing campaigns by A/B testing subject lines, increasing open rates by 7% and click rates by 5%.

Contract Web Designer–Vivial Media

February 2018 -April2018 | Bloomington, MN

Designed highly functional, visually pleasing user interfaces for over 100 websites for desktop and mobile using proprietary software, unilaterally increasing web traffic. Collaborated closely with a team of designers, account managers, and engineers to complete a website conversion project ahead of schedule.

Programming

HTML
CSS
Javascript

Skills

Wireframes
Prototypes
Information Architecture
Responsive Design
Design Systems
User Journeys
Persona Development
A/B Testing
User Interviews
Surveys
Data Analysis

Tools

Figma
Sketch
Adobe XD
InVision
Balsamiq
Marvel App
Photoshop
Illustrator
inDesign

Education

CareerFoundry
UX Design Certification
UI Design Certification
Front End Design Certification

University of Minnesota
B.A. in Digital Media, Global Studies, Health & Wellness
2013 - 2017