

# Alexandra Radoulova UX / UI Design

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📍 Graz, Austria

🌐 LinkedIn profile

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## Summary

UX Designer with a distinctive background in cultural project management and music education, blends a life-long passion for human psychology & behavior into design. Passionate about Research, Information Architecture, and Testing combines an artistic and analytical approach to harmoniously align user needs with business requirements.

## Projects

### Personal Portfolio Development | CareerFoundry's Front-End Specialization Project | October-November 2023

- Developed a personal portfolio website.
- Learned **CSS, HTML, and basic JavaScript** from scratch. Iterated UI and IA based on conducted Usability Testing.
- Enhanced technical understanding through self-guided learning skills.

### SevenCircles Web-Redesign | Non Profit Org. | August-September 2023

- Redesigned 40+ pages of a content-heavy website (100+ images & 8000+ words).
- **Developed Content Strategy & Text Guidelines based on User Research.** Utilized the screen real-estate by implementing a dual-pane layout with a fixed menu and independently scrollable panes. Conducted 2 Surveys & 5 Interviews, rebuilt the Information Architecture, designed 8 low-, mid-, and high fidelity Wireframes, built a Prototype, oversaw the development process.

### qualyTime app | CareerFoundry's UX Design Course Project | January-August 2023

- Created a MVP and an Interactive Prototype for an educational app.
- Employed a comprehensive methodology encompassing the **full spectrum of end-to-end UX Design: Concept Development, Ideation, User Research, Information Architecture, designed 18 low-, mid-, & high fidelity Wireframes, Usability Testing, developed UI, Interactive Prototyping.**

## Experience

### Cultural Project Manager | SevenCircles | 2020 - present

- Conceptualized & developed over 10 cultural initiatives & contemporary art projects. Managed more than 40 performances with more than 30 solo artists and ensembles.
- Responsible for project execution: ideation, research, concept development, writing application texts & copy, budgeting, rehearsal planning, rehearsal leading. Led teams from 3 to 12 people. Spokesperson for contemporary art stakeholders: artists, government officials, event organizers.
- Researched, defined, and implemented audience engagement strategies, increasing three times the events' reach-out.

### Music Pedagogue | Freelance | 2012 - 2022

- Gave more than 7000 lessons on classical piano, music theory, and interpretation to 100+ students.
- Defined individual development plans and strategies informed by learning psychology to meet each student's unique needs. Successfully guided students towards professional music careers, demonstrating a strong foundation in mentorship.

## Skills

Research

Testing

Wireframing

UI

Prototyping

Project

Management

## Tools

Figma

Figma

Miro

HTML

CSS

Github

## Education

• August 2023 | UX Design Certificate | CareerFoundry

• 2017 | Master in Contemporary Art Music | KUG Graz

• 2014 | Master in Classical Piano Performance & Music Pedagogy | NMA Sofia & MDW Vienna

## Languages

English Fluent

German C1

Bulgarian Native