USTINA MAXIMOVA

UX DESIGNER

CONTACT

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EDUCATION

2020 - 2021
TU DUBLIN

- Master of Arts in UX and Interaction Design

2018 - 2019
CARLOW IT

- Higher Diploma in Arts and Digital Media

SKILLS

- Information architechture
- Lean UX Design
- UX Research and problem identification
- User flows / journeys
- Usability testing
- Design itirations
- Human computer interaction
- Figma / Adobe Creative Suite
- HTML/CSS
- Effective Communication
- Critical Thinking
- Problem solving mindset
- Results driven

PROFILE

- A self-motivated, curious, bilingual UX designer with a passion for creating user centered web and app interfaces, and engaging educational content for product adoption.
- I bring 13 years of experience working in different backgrounds such as sales with B2B, B2C, advertising, and hospitality plus 4 years of working experience in UX Design with SAAS and Digital Marketing companies.
- I hold a 1st class honours Master's degree in UX and Interaction Design.

WORK EXPERIENCE

Skillsoft | 07.2024 - Present
UX | Product Designer

Key Responsibilities

- Use creative, instructional design, and technical skills to craft innovative learning experiences.
- Develop wireframes, mock-ups, and prototypes to convey design ideas.
- Create interactive elements and animations to boost engagement.
- Apply UX best practices to design visually appealing, user-friendly multimedia (web/video/motion).
- Iterate designs based on feedback, testing, and data to enhance user satisfaction.
- Collaborate with cross-functional teams to align with user needs and design goals.

Achievements included

Lead Designer for AI Content Generation Application

- Conducted comprehensive usability testing for the Minimum Viable Product (MVP), identifying key issues categorized for prioritization.
- Presented findings to stakeholders, translating feedback into actionable tasks, logged in Jira, and integrated them into the development roadmap.
- Performed in-depth user and competitive analysis to identify opportunities and essential features for the product.
- Delivered comprehensive reports to stakeholders, ensuring alignment with market trends and user expectations.
- Designed and iterated wireframes to enhance user flow, receiving strong positive feedback from stakeholders.
- Maintained clear and consistent communication with stakeholders, presenting findings, updates, and progress throughout the design process to ensure transparency and alignment.
- Redesigned existing HTML templates to improve usability and engagement, resulting in enhanced user experience and increased interaction. Designed new interactive HTML templates, expanding the library and addressing diverse client requirements.

- Introduced a new project management tool to streamline team workflows and enhance productivity. Conducted individual interviews with team members to understand their requirements and proposed viable solutions.
- Facilitated the successful adoption of the chosen tool, improving collaboration and task tracking within the team.

Teamwork.com | **05.2022 - 02.2024**
Instructional (UX) Designer

Key Responsibilities
- Created wireframes, design concepts, and prototypes to effectively convey design intentions and user journeys.
- Created learning material to educate user on how to leverage product features (involved research, storyboards, built using Pendo guides)
- Tracking, analyzing and driving the performance of monthly completion rates for interactive guides
- Usability testing (via Usability hub and Figma)
- Taking part during User Research phase, customer interviews to discover opportunities for product addoption (via Dovetail)
- Working and maintaing effective communicating with cross functional teams

Achievements included
- Tasked with designing LMS platform, I employed user research, testing, journey mapping, and prototyping while considering user needs, business goals, and technological capabilities. This culminated in the successful implementation of user-centric designs that became a starting point for interactive learning platform.
- By conducting usability testing (using Steve Krug's framework), which included recruiting participants, observing their interaction with the guide, and analyzing the outcomes. This effort culminated in a presentation to my team, leading to a collective development of effective solutions. I enhanced the guide's completion rates from 13% to 26%.
- In addressing the need for streamlined technical processes, I developed comprehensive design guides and course slides on utilizing Pendo steps and Articulate 360 slides. This initiative significantly simplified the technical implementation, enhancing my team's efficiency and productivity.
- In addressing the challenge of user engagement with the track time feature, I designed and implemented a gamification experience that increased user motivation to track time.
- I demonstrated strong multitasking skills by successfully managing three complex projects simultaneously, ensuring that each met its milestones and objectives on time, which reflects my ability to prioritize and adapt to dynamic work environments effectively.

Accenture | 09.2021 - 05.2022

Platform Experience New Associate

- Achieved all personal KPI's
- Completed 360 learning material (Sustainability & Technology, Agile & DevOps, Automation,Data, Blockchain, Cloud, Management)
- Discovered multiple bugs within the app and logged the issues
- Master policy knowledge to ensure high-quality app reviews
- Reviewed the apps in a given time in accordance with the policies set by the client
- Ability to escalate when needed according to the process
- Keeping knowledge of current affairs up to date (American culture)
- Working as part of a team adding positive attitude

VIMAR Digital & Marketing Agency | 09.2020 - 09.2021

Digital Marketing and Design Creative

Key Responsibilities

- Introduced prototyping as a method to showcase design to our clients This was also used to communicate the website or application structure, functionality and design to the dev teams
- Marketing assets design (thumbnails for blogs, social media posts)
- Conducted A/B testing to identify and address any usability issues on the website
- Professional and friendly attitude: with the customers and building rapport with them
- Excellent communication, presentation, and interpersonal skills that help me to enhance the clarity and usability of the products I design

Achievements included

- The implementation of prototypes significantly enhanced our team's efficiency and communication, as evidenced by streamlined workflows and improved cross-departmental interactions, leading to a measurable increase in project delivery speed and quality.
- Improved Customer Experience by reducing website load time by optimizing image and video files, resulting in a smoother and faster user experience
- Built a WordPress website for one of our clients

Alpha View ltd. | 06.2019 - 12.2019

Digital Media Manager & Online Sales

Key Responsibilities

- Managed a small team of two people, to plan email marketing campaigns
- Design and content creation: market research, customer feedback, site metrics, and brand development
- Advertisements and visual content: for the company website, as well as a 3D logo mock-up for the factory front
- Developed brand guidelines to showcase our identity and values, using Adobe Creative Suite
- Generating new leads and producing regular performance reports.
- Innovative, and self-motivated: but also client-focused and attentive to their needs
- Conducted interviews with subject matter experts and assisted with identifying growth opportunities within client accounts