

Veronica Vasylieva

Contacts

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System languages

- Adobe Creative Suit (Ai, Ph, XD, Ae)
- Figma, Sketch
- HTML, CSS
- Google Analytics, Hotjar
- Jira, Confluence, Salesforce, Oracle systems, Miro, Slack, Dovetail, Mural

Linkedin courses

- UX research
- Design systems
- Design thinking
- Lean and Agile
- Google Analytics
- Hotjar
- Figma- handing off to developer

Human languages

- English fluent
- Italian B2
- French A2
- German, A1
- Ukranian/Russian fluent

Personal Statement

An experienced web designer with recent qualification in UX Design from Bath Spa University. I am curious, rigorous, exploratory, critical. I am career shifter with strong interpersonal skills honed from 9 years experience in HR and Operations Management in global top tier companies as well as collaboration between teams and stakeholders in web design. Seeking for a UX designer position in product studios with hybrid mode of work

Experience

Aug 2022–Nov2022 , St.Peter Church

UX&UI DESIGNER– Redesign volunteering project

Sep 2022–Nov2022, Bath Spa University, UK

UX/UI design bootcamp with the project of St.Peter Church

July 2022–Aug 2022 , Element 78, Bristol, UK

UX&UI DESIGNER– Junior UX designer

End-to-end web services (new products and maintenance of existing clients) for charity organisations with high attention to accessibility for users with special needs

Responsibilities

- UX research for data driven design decisions: heat-maps, session recordings, user journeys, google analytics
- Improving and redesigning websites pages by using user pain-points, renewed user journey maps.
- Usability evaluation, handing off to developers, pre-live testing
- User interviews: for users journey, personas, prototype evaluation
- AI redesigns: menus restructuring, cards sorting workshops
- Establishing design system that will be used for majority of company clients as a prebuilt package option.
- Collaboration with PM, AM, FE teams throughout the projects
- UI designs for internal company needs: employee handbooks, company branding, photography, company website updates

Reason for leaving: moved to London, couldn't commute to Bristol

May2021 – Mar2022 , Other Land, Kyiv, Ukraine

Junior UX&UI Designer

Product design studio for startups & tech companies. UX Research, UI design for digital products

Responsibilities:

- UX research (micro and macro)
- Competitors analysis
- Google analytics for users behaviour
- Developing customer journey map, user flows
- Analysing user needs and creating user personas
- Developing lo-fi and high-fi wireframes,

- Developing clickable prototypes
- Usability evaluation and handing off to developers

Products

- Websites: landing pages, carpentry company, architecture company
- CRMs (HR and Sales)
- Campervan company new product development (mobile&web)
- Apps: IOS and Androids: taxi, delivery, banking, player

Reason for leaving: fled the war in Ukraine

Other work experience

2013 – 2020 Wood Mackenzie, Dubai, UAE

Office management and HR

(1.5 year of sabbatical to study design 2015–2017)

2020 came back to Ukraine

2011–2013 KannFinch group, Dubai, UAE

Administration and HR

2009–2011 Top Modern clinics, Dubai, UAE

Client services specialist

2007–2008 Obzhora, Donetsk, UA (part time work while study)

Marketing and events coordinator

UX Studies

UX/UI Bootcamp, Bath Spa University, Bath, UK

Sep 2022 – Dev 2022

UX/UI Designer, Step IT academy, Ukraine

Sep 2020 – Apr 2021

Front End developer – HTML & CSS, ITEA, Ukraine

Jul 2021 – Aug 2021

Other education

2015–2017, Istituto di Moda Burgo, Milan, Italy

Designer of women fashion apparel,

30+ / 30 (with distinction)

2012–2013 CIPD for HRM, UK (branch in Dubai)

Human resources management and L&D, level 3

2010–2011, Cambridge college, Australia (Branch in Dubai)

Human resources management, postgraduate diploma

2003–2008, Ukrainian state university

MS management of organisations,

GPA 4,8/5

References:

References and all certificates are available upon request