



Katya Ivanova

UX/UI Designer

CONTACT

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 WWW.EIVANOVA.COM

 240 425 2377

EDUCATION

MS HUMAN COMPUTER INTERACTION DESIGN

Indiana University

2013-2015, Bloomington, IN

BS PSYCHOLOGY

University of Maryland

2006-2010, College Park, MD

SKILLS

Data analysis, Data visualization, Design evaluation, Design sprint, Interaction design, Persona discovery, Prototyping, Product management, Story boarding, Usability testing, User flow, User research, User stories, Visual design, & Wireframes

TOOLS

Adobe Creative Cloud, InVision, Google Analytics, HTML/CSS/JS, JIRA, Pendo, Principle, Sketch, Slack, & Webflow

AWARDS / ACHIEVEMENTS

INCLUSIVITY IN TECH FELLOWSHIP

Indiana University

2013-2015, Bloomington, IN

STUDENT DESIGN SEMIFINALIST

ACM Computer-Human Interaction Conference

2014, Toronto, Canada

ABOVE & BEYOND GOLD AWARD

Thompson Reuters - Healthcare

2012, Washington, DC

SUMMARY

Healthcare researcher turned UX specialist. I've worked with organizations such as Freeman, FormAssembly, & Teradata in strategic UX/UI design over the past 5 years. I am proficient in aligning end-user needs with long-term solutions to solve complex design problems.

PROFESSIONAL EXPERIENCE

UX/UI DESIGNER

Freeman, Boise

Present – January 2018 | 10 months

- Designing second screen technology and event management software for conferences and events to provide real-time feedback for presenters, enhance attendee engagement, and streamline organizer's effort, reaching 10 - 40,000+ attendees.
- Establishing an in-the-field UX research practice to improve digital products and processes with gorilla interviews, on-site UX testing, and field observation.
- Leading workshops with team members and leads to develop better UX practices and standards.

LEAD UX/UI DESIGNER

FormAssembly, Remote

October 2017– February 2015 | 2 years 9 months

- Performed a complete redesign of an enterprise-class online form management tool to update the overall style and experience.
- Designed artifacts such as journey maps, experience flow diagrams, mockups, prototypes, and presentations to communicate design concepts and gain alignment across stakeholders.
- Strategized and conducted user research, collected customer feedback, and presented findings as design concepts.
- Coordinated and led usability testing of new features to identify patterns in use.
- Collaborated with engineers, support, marketing, sales, and business development teams to identify pain points and improve user experience using remote collaboration tools.

UX DESIGN INTERN

Teradata, Indianapolis, IN

August 2014 – May 2014 | 3 months

- Redesigned portions of marketing cloud software to improve quality, performance, and reliability for eMarketing clients.
- Assisted the UX scrum team in the design of next generation integrated marketing management products in an agile environment.