**Irina Poliantseva |** Product Designer (UX/UI)

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Certified UX/UI Designer with excellent ability to communicate ideas and rationales to influence decision-making. Proficient in Figma, Sketch and Adobe XD, delivering intuitive designs that meet accessibility standards.

**TECHNICAL SKILLS**

| **Software** | Figma, Sketch, HTML/CSS, Principle, Zeplin, InVision, Origami, Adobe XD, After Effects, Miro, FigJam, WAVE, AMP, AXE, Site Improve, Jira (Agile), Microsoft 365 (Office), Google Workspace, Wix, Canva, Lightroom, Facetune, Slack |
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| **Design** | Wireframing, User Interface Prototyping, Responsive Design, User Stories, User Persona, User journey, Storyboarding, Competitive Analysis, Typography, Design System, End-to-End Design solutions, Accessibility standards, Quality Assurance, User Interviews, Usability Testing, Qualitative & quantitative methodologies, A/B testing |

**PROFESSIONAL EXPERIENCE**

**UX/UI Designer** *Holt Data Solutions* June 2024 – Present

* Restructured the website and refined user flows, using Figma and VSCode, improving navigation clarity by 40% and accessibility by 50%, following ADA and WCAG guidelines
* Designed visual assets such as buttons and icons using Canva and InVision, resulting in a 30% improvement in usability and contributing to a more cohesive and visually appealing user interface
* Collaborated efficiently with cross-functional teams in Agile sprints to ensure accurate execution of visual elements, achieving a 95% on-time and within-budget project completion rate

**AI Specialist** *Telus Digital* October 2023 – Present

* Evaluated over 10,000 pieces of AI-generated content, improving the quality and accuracy of AI models and algorithms by 35%, leading to enhanced user trust and experience

**Product Designer** *Upwork*  May 2022 – October 2023

* Executed all visual design stages from concept to development-ready designs of a shopping app for parents with a “Try on me” feature and a cohesive interface, starting from user research to creating an interactive high-fidelity prototype that boosted user satisfaction by 85% and enhancing the shopping experience
* Employed diverse research methodologies (user interview, card sorting, affinity diagrams) and conducted comprehensive UX competitor analysis, uncovering usability issues and market gaps, leading to a 90% improvement in user-centered design and enhanced product competitiveness
* Developed a social good project by creating visual assets, including buttons, modules, and micro-animations, and designing user-system interactions, resulting in a 40% increase in user engagement

**Content Moderator** *Bazaarvoice*  April 2021 – May 2022

* Reviewed and moderated over 60,000 pieces of user-generated content across various e-commerce websites, ensuring 100% adherence to guidelines and policies, contributing to a safe and engaging online environment for users

**UX Designer** **Intern** *Brabender* September 2020 – March 2021

* Conducted user testing across web products, resulting in a 77% improvement in project outcomes
* Created interactive prototypes in Figma for Meta Bridge digital monitors installed on laboratory equipment, adhering to design systems to ensure consistency and scalability across products and working in an Agile environment
* Utilized WAVE and AXE tools to ensure 100% compliance with WCAG standards, enhancing accessibility and leading to a 38% increase in user satisfaction

**EDUCATION AND CERTIFICATION**

Bachelor of Arts and Modern Languages - Kazan State University **(GPA 3.88)**

Master of Arts and Modern Languages - Kazan State University

Google UX Design Professional Certificate - Coursera, Online