Nadya Stipanovich

NadyaStipanovich.com
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EXPERIENCE

SAMSUNG

UX & UI Designer | 2020 – Present

- Designed layouts and interactions for Android and iOS mobile platforms based on OneUI design system
- Worked with PMs, developers to ensure accurate implementation of designs
- Collaborated with other designers to ensure consistency with other apps on the platform
- Created sketches, wireframes and mocks to communicate user flows and interactions to engineers, PMs and stakeholders
- Built user personas, conducted user research
- Led various app versioning implementation projects

SINCLAIR DIGITAL

UX & Visual Designer | 2016 – 2020

- Designed, built and managed internal sales resources website with over 2000 active users, resulting in improved user workflow and streamlined content organization and delivery
- Created and optimized web layouts for landing pages which resulted in increased revenues exceeding sales goals
- Designed graphics for use on desktop, mobile, Connected TV / OTT streaming services
- Performed initial client assessment, analysis, and research for internal branding initiatives
- Generated new design ideas with independent direction and varied internal client needs
- Led internal design efforts on client-facing presentations, corporate collateral, one sheets and training materials for national and local sales teams
- Produced and standardized ad, email, document, presentation templates for creative production which reduced turn times
- Produced various digital and print assets

BANKING EXPERIENCE

Flagstar, First Republic Bank, Wells Fargo bank, WF Home Mortgage, WF Home Equity | 2000 – 2012

My responsibilities varied by position over the years and included managing a private bank retail branch operations, high value client relationship building, high value wire transfers, compliance with various regulations, sales, loan processing, and more.

SKILLS

DESIGN

Illustration & UI Graphics

User Flows

Concept Sketches

Wireframes & Mockups

Style Guides and Pattern Libraries

Presentation Design

Art Direction

Campaign & Branding

Project Management

RESEARCH

Task Analysis & Persona Hypothesis

User Interviews

Survey Writing and Results Analysis

Heuristic Evaluation

TOOLS

InVision

Sketch

Adobe CC

Wordpress based Web Development

HTML5/CSS (working proficiency)

EDUCATION

Seattle Central Creative Academy
Seattle, WA
AA of Arts, Graphic and UX Design, 2015

Chernivtsi National University
Chernivtsi, Ukraine
MBA, 1999; BBA, 1997

Special trainings & certificates

Introduction to Human-Centered Design

Plus Acumen Online Course

Languages

English Fluent

Ukrainian Fluent

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