

Nadya Stipanovich

NadyaStipanovich.com
hello@nadyastipanovich.com

EXPERIENCE

REALKEY

Product Designer | 2020 – Present

- Designed and optimized product features and interactions for web based Mortgage Lending Platform
- Collaborated with designers and developers to ensure accurate implementation of designs using existing and developing new design language and patterns
- Created sketches, wireframes, mocks, wrote user stories and testing scenarios to communicate user flows and interactions to engineers and stakeholders
- Built user personas, conducted user research
- Conducted internal user acceptance testing leading up to product release
- Led art direction and visual design efforts for marketing

SAMSUNG

UX & UI Designer | 2020

- 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
- 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
- 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, digital and print assets for creative production which reduced turn times

BANKING EXPERIENCE

Flagstar, First Republic Bank, Wells Fargo bank, WF

Home Mortgage, WF Home Equity | 2000 – 2012

Responsibilities included managing a private bank retail branch operations, high value client relationship building, compliance with regulations, 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
Card Sorts
User Interviews
Survey Writing and Results Analysis
Heuristic Evaluation

TOOLS

Figma
Sketch
InVision
Adobe CC
HTML5/CSS (working proficiency)
WordPress

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