

Nadya Stipanovich

NadyaStipanovich.com
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EXPERIENCE

REALKEY

Senior Product Designer | 2020 – Present

- Created user flows, sketches, diagrams, wireframes, mockups, prototypes to communicate high-level design ideas and detailed interaction behaviors to stakeholders, designers and developers
- Built and validated user personas to facilitate better understanding of users and their needs
- Conducted usability research
- Collaborated with cross-functional teams to create thoughtful design solutions, as well as to ensure prioritization of new features and enhancements, and accurate implementation of the designs
- Led art direction and visual design efforts for marketing and product

SAMSUNG

UX & UI Designer | 2020

- Designed layouts and interactions for Android, iOS mobile platforms based on OneUI design system for a B2B mobile app
- Worked with PMs, carriers, developers to ensure accurate implementation of designs
- Created sketches, wireframes and mocks to communicate user flows and interactions to the stakeholders
- Led various app versioning implementation projects

SINCLAIR DIGITAL

UX & Visual Designer | 2016 – 2020

- Designed, built and managed internal sales resource 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, 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

SKILLS

DESIGN

UI Design
Interaction Pattern Design
User Flows
Concept Sketches
Wireframes & Mockups
Style Guides and Pattern Libraries
Presentation Design
Art Direction
Campaign & Branding
Illustration & UI Graphics
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
AA of Arts, Graphic and UX Design,
2015

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