Nadya Stipanovich

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EXPERIENCE

SINCLAIR DIGITAL

Senior UX Researcher Generalist | 2022 – Present

• Conducted generative and evaluative research: discovery studies, usability testing, card sorts, user personas hypothesis and validation, stakeholder interviews, survey design, heuristic evaluation, reports readouts and findings socialization

• Led art direction and design efforts for Tennis Channel TV apps, web app redesign and mobile app design and deployment

• Created user flows, sketches, diagrams, wireframes, mockups, prototypes to communicate high-level design ideas and detailed interaction behaviors to stakeholders, designers and developers

• Collaborated with cross-functional teams to create thoughtful design solutions, to ensure prioritization of new features and enhancements, and accurate implementation of the designs

COSTCO

UX Designer III | 2022

• Ran generative and evaluative research: worked on creation and validation of user personas, wrote surveys, remote user interviews, competitive analysis amd usability studies, analyzed data, socialized research findings.

• Collaborated on cross-functional teams to build and iterate op thoughtful design solutions for desktop and mobile platforms

• Created user flows, sketches, diagrams, wireframes, mockups, prototypes to communicate high-level design ideas and detailed interaction behaviors to stakeholders, designers and developers

REALKEY

Senior UX Researcher Generalist | 2020 - 2022

• 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

• Collaborated on cross-functional teams 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

SKILLS

DESIGN

UI Design
Interaction Pattern Design
User Flows
Concept Sketches
Wireframes & Mockups
Patter Libraries
Presentation Design
Art Direction
Project Management
Campaign & Branding
Illustration & Graphic

RESEARCH

Task Analysis Discovery
Usability Testing
User Interviews
Card Sorts
Heuristic Evaluation
Survey Design
Design Thinking

TOOLS

Figma/Figjam
Miro
Adobe CC
Usertesting.com
Jira
AzureDevOps
MS Suite

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