

# Ustina Maximova UX Designer

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Hi, I'm Ustina, a UX designer with a passion for creating web and app interfaces, and engaging educational content for product adoption. I hold a 1st class honors Master's degree in UX Design from Technological University of Dublin.

I have a range of skills, such as: user research, user testing, user journeys, prototyping, that enable me to design innovative solutions to challenging problems. I am results driven and work well within a team or individually.

I am a great communicator and a reliable team player, who can build trust and rapport with diverse stakeholders. I combine deep technical expertise with excellent soft skills, which allows me to manage customer expectations and needs effectively.

I am goal oriented and always strive to exceed expectations. I have strong analytical, logical, and decision making skills. I am a curious and sociable person, who welcomes new challenges and opportunities.

- **Usability testing:** I conduct user testing with a sample of the target audience to evaluate the usability, accessibility and engagement of the learning guides. (methods used: surveys, interviews, usability hub, maze)
- **Analyzing results:** I collect and analyze data from the usability testing, and present the results to the team to discuss enhancements we can apply to the guides.
- **Implementing changes based on the feedback:** I identify and priorities areas for improvement and make revisions to the guides based on the results of the analysis. I test the changes again to ensure they are effective and meet the user needs.
- **Working with metrics:** I monitor and report on the performance and impact of the guides, such as completion rates.
- **Educational assets design:** I use Figma and Creative Adobe suite to develop the designs for the learning content. I create wireframes, mock-ups, prototypes, illustrations, thumbnails, videos, for the LMS. I use design systems to ensure consistency and quality across.
- **Working within cross-functional teams:** I collaborate with designers, marketing, project managers, sales to collect data we need to create an appropriate learning material.

- Master policy knowledge to ensure high-quality app reviews
- Review the apps in a given time in accordance with the policies set by the client
- Maintaining optimum utilization during a working shift
- Perform high-quality reviews
- Maintaining the turnaround time on app reviews
- Ability to escalate when needed according to the process
- Keeping knowledge of current affairs up to date (specifically American culture)
- Working as part of a team adding positive attitude and business focus

- **Versatile and creative designer:** I handled various types of projects, from logos and visual identities to app design, websites, social media.
- **Multitasking:** I meet deadlines and quality standards. I have experience in planning and managing the company's social media presence, generating innovative content ideas, and improving the brand image.
- **Engaging presentations:** I showcase my work and ideas. I enjoy designing user-friendly and beautiful software interfaces and experiences, collaborating with other developers and designers.
- **Conceptual:** diagrams, wireframes, mock-ups, click-throughs, and prototypes to illustrate my design solutions.
- **Professional and friendly attitude:** I have excellent communication, presentation, and interpersonal skills that help me to enhance the clarity and usability of the products I design.

## Contacts

## Profile

## Experience

### UX / Instructional Designer

[Teamwork.com](http://Teamwork.com)  
05.2022 - Present

### Platform Experience New Associate

[Accenture](http://Accenture)  
09.2021 - 05.2022

### Digital Marketing and Design Creative

[VIMAR Digital & Marketing Agency](http://VIMAR Digital & Marketing Agency)  
09.2020 - 09.2021

**Digital Media  
Manager & Online  
Sales**  
Alpha View Ltd.  
06.2019 - 12.2019

- **Design and content creation:** I worked in market research, customer feedback, site metrics, and brand development.
- **Advertisements and visual content** for the company website, as well as a 3D logo mock-up for the factory front. I have also developed a brand guidelines brochure that showcases our identity and values.
- I have a strong track record of generating new customers and producing regular performance reports. I have worked effectively with different teams to solve problems and improve processes.
- **Innovative, and self-motivated:** but also client focused and attentive to their needs. I can conduct interviews with subject matter experts and assist with identifying growth opportunities within client accounts.

## Education

**MA in UX &  
Interaction Design**  
TU Dublin  
2020 - 2021

I have completed MA in UX Design and I have gained valuable skills in managing and executing projects from problem identification to solution delivery. I have used different research methods such as Lean UX, UX sprints, and Design for Ethnography, depending on the context and the goals. I am particularly interested in designing for ethnography, as it allows me to understand and improve the lives of the users.

**My thesis** focused on designing for behavior change, specifically how to use technology to provide counseling and motivation for women 40+ in Ireland who want to prevent or treat Osteoporosis by adopting new habits.

**Modules included:** UX Design, Graphic Communication, Interactive Technologies, Critical and Contextual Studies, Interactive Design, and Web Technologies, and summer Thesis.

- I have worked on various projects, both individually and in teams, where I applied my skills in research, design, prototyping, and presentation.
- I have a deep understanding of UX principles and processes, as well as the cultural, technological, and societal factors that shape them.
- I can use a range of advanced methods, tools, and techniques to design solutions that meet user needs and expectations.
- I have experience in leading and managing interactive projects, as well as communicating and engaging with different audiences and stakeholders.
- I am always eager to learn new things and challenge myself professionally.
- I have a critical and reflective approach to my work, as well as a keen interest in the latest trends and research in UX, interaction design, and emerging technologies.
- I also have a strong sense of aesthetics and branding, and how they influence culture.

**Web UX/UI Design  
with Adobe XD**  
Udemy - 2020

- Fundamental principles in user experience design
- Prototyping and User testing
- Design for mobile and desktop (Android/iOS)

**H. Diploma in Arts  
and Digital Media**  
Carlow IT  
2018 - 2019

I am grateful for the opportunity to study this course, which has enabled me to develop my skills and knowledge in digital media design. The course offered a holistic learning experience that fostered creativity, innovation, self-evaluation, and dialogue. The learning and assessment methods were based on authentic scenarios, which required designing project briefs in a project/problem-based learning setting.

**Some of the modules I took:** Digital Media Design, Marketing Management, Entrepreneurship, Web Design Methods, Creative Studios. I obtained a 2.1 grade in this level 8 course

- **Digital Media Design:** Packaging design, brand design, animation using photography
- **Marketing Management, Entrepreneurship:** Business plan, marketing plan
- **Web Design:** HTML, CSS, and JavaScript.

## Skills

### UX

Agile Framework  
UX Research  
Lean UX  
Prototyping Web/Mobile

### Code

HTML/CSS / SASS  
JavaScript (basic)  
Skeleton (Framework)  
WordPress

### Tools

Adobe Creative Suite  
Visual Studio Code  
M.S. Office  
Highly Organised