

Inna Mashek

UX/UI Designer

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Education

National University of "Kyiv-Mohyla Academy"

M.A. in Journalism,
Diploma with Honors
1998-2004

Design Skills

User Research
Usability Testing
Competitive Audit
Wireframing
Prototyping
Visual Design
Responsive Design

Tools

Figma
Adobe XD
Photoshop
Lightroom
Trello
Maze
InVision
Jamboard
Slack
Miro

Experience

UX/UI Designer, Freelancing

Sept 2021 - Present

One30M

- Design responsive products and services for an audience looking for luxury, ethical clothing by utilizing UX and UI methods including wireframes, mockups, styleguides, and prototypes. Lead the project to create ethical fashion mobile app from conception to delivery
- Translate qualitative and quantitative data from research into insights to shape the product with a user centered focus
- Present the research findings to cross-functional stakeholders including the CEO, marketing staff, and creative leads
- Collect analytics and translate business problems into clear design tasks that will support the financial goals of the company
- Use iterative design methods to drive thoughtful design decisions including sketches, process flows, wireframes, and clickable prototypes

IT-sprout (Crypto-consultants, EIJ, Blogger)

- Design landings, websites and mobile apps for different brands and target audiences
- Work on design systems by creating UI kits and styleguides
- Create websites on website constructors (Wix, Carrd)
- Collaborate in a cross-functional multicultural team

DonorUa (DonorHelp)

- Conduct user research and translate research findings into actionable recommendations and insights
- Drive the User Experience and creative design process: develop information architecture, user flows, wireframes, high fidelity designs, prototypes and specs
- Perform usability testing and synthesize data to gather feedback and incorporate it in further product iterations

Comms. Manager & CX Designer

Nov 2011 - Aug 2021

- Provide media coverage of the online and offline projects sponsored by international donor organizations (from 100 to 200 publications and media mentions per event)
- Increase number of clients, donations and volunteers for the companies and NGOs by providing PR consultancy services