

# Inna Mashek

UX/UI Designer

Portfolio: <https://innamashek.com>

LinkedIn: <https://www.linkedin.com/in/mashek>

imash7@gmail.com

+48571843152

Innerim

## Summary

I am a UX/UI Designer with 2 years of experience in UX/UI design and 10 years in Communications and CX Design. I design websites and mobile apps applying user experience methodologies and tools to create usable, enjoyable, and accessible digital products for different brands and audiences.

## Education

### National University of "Kyiv-Mohyla Academy"

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

### Google UX

Certificate Program  
Sep 2021- Apr 2022

## Design Skills

User Research  
Usability Testing  
Competitive Audit  
Wireframing  
Prototyping  
Visual Design  
Responsive Design  
Accounting for  
accessibility  
HTML/CSS

## Design Software

Figma  
Adobe XD  
Photoshop  
Lightroom  
Trello  
Maze  
InVision  
Hotjar  
Slack  
Miro

## Languages

English - fluent  
Ukrainian - native  
Russian - fluent

## Experience

### UX/UI Designer

One30m

Aug 2022 - Present

- Design responsive products and native mobile apps for iOS and Android by utilizing UX and UI methods including wireframes, mockups, style guides, and prototypes, lead the project to create fashion collaboration 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, website overlays and clickable prototypes
- Apply navigation assistance and web accessibility standards in designs

### UX/UI Designer

IT-sprout

June 2022 - Present

- Design 4 landings, 2 websites and 2 user flows for mobile apps for different brands and target audiences, applying Google Material Design and Human Interface Guidelines
- Work on design systems by creating UI kits and style guides
- No-code development: create 4 websites on website constructors (Wix, Carrd)
- Collaborate in a cross-functional multicultural team (over 80 designers, product managers, copywriters, and developers from Ukraine, Georgia, Poland, and the US)
- Present design solutions to the cross-functional stakeholders at the meetings

### UX/UI Designer (volunteer)

DonorUa

Feb. 2022 – Apr. 2022

- Design a mobile app to improve the blood donation process for 41 mln Ukrainians
- 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

### UI/Web Designer, Freelance

Jan. 2021 – June 2022

- Design 4 landings and 2 user flows for mobile apps for different brands and audiences in Figma
- Create UI-kits and style guides

### Comms. Manager & CX Designer

Nov 2011 - Aug 2021

- Provide media coverage of the online and offline projects sponsored by international donor organizations (>100 events, 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 consulting services