

Inna Mashek

UX/UI Designer

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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, and clickable prototypes
- Apply accessibility standards to the designs

UX/UI Designer

IT-sprout

June 2022 - Dec 2022

- 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 builders (Wix, Carrd)
- Collaborate in Agile environment within a cross-functional team (over 80 designers, product managers, copywriters, and developers from Ukraine, Georgia, Poland, and the US)
- Present design solutions to the cross-functional stakeholders and clients

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