

UX/UI DESIGNER ALMERE, NL

Marina Lakotka

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Wireframing Prototyping Journey Mapping Competitive Analysis Hand-off
Mobile App Design Web Design Design Reviews Design Systems Redesign

WORK EXPERIENCE

Jun 2020 – Present · 1 yr 6 mos

UX/UI Designer at ATOGEAR

I joined a scale-up company ATOGEAR as their second designer, and we're building [ARION](#), a next-generation wearable that helps runners improve their technique to run faster, longer and safer.

Nov 2019 – Mar 2020 · 4 mos

UX/UI Designer Trainee at IT-Academy.by

Graduation project: Mobile App for Houseplants owners, including research, wireframing and UI design. Project files in [Figma](#) and [Miro](#).

Jun 2019 – Jun 2020 · 1 yr

Freelance Visual Designer

Design for social media and event posters.

Jun 2017 – Sep 2018 · 1 yr 4 mos

Visual Designer at JCS Digital Agency

Created visuals for omnichannel marketing (social media, online ads, promo web and print).

Mar 2014 – Jan 2017 · 2 yrs 11 mos

SEO Specialist > Lead SEO Specialist at OZ.by

Improved the biggest Belarusian online bookstore indexability, visibility and rankings on Google and Yandex search engines. Being a part of the marketing team, I interpreted analytics data and industry best practices into insights for me and the team. Advised on tech- and content optimization strategy, automated SEO, provided reports, increased organic traffic up to 150%.

Why hiring me?

I gained experience in a hands-on environment, contributing to numerous digital projects from various fields including design, tech and e-commerce. With over 6 years in the digital industry, I accumulated knowledge that I'm eager to apply.

Working on challenging tasks, I aim to grow potential on a professional and personal level.

I believe user-centred solutions are the most valuable future resources.

I have a valid Dutch working permit.

EDUCATION

Academy of Arts, Belarus

Postgraduate Diploma, Graphic Design, 2015 – 2017

University of Informatics and Radioelectronics, Belarus

BA degree, Information Technology Software, 2011–2015

COURSES

IT-Academy.by

User Interface Design: Web & Mobile, Nov 2019 – Mar 2020

Mastered System design approach, Usability Heuristics, Layouts&Patterns, Colour schemes, Five Planes Design Framework, Client's and Users' goals evaluation, Personas & Segmentation, User Interviews, Value Proposition & Lean Canvas, Competitive Analysis, Product Requirements Definition, Information Architecture, User Flows, Quantitative and Qualitative Research.

Design Spot School

UX Design online workshops, 2020

AWARDS

Adobe Creative Jam Amsterdam

Winner Judge's award, 2nd place, Apr 2019

TOOLS

Prototyping: Figma, Sketch, InVision, Principle, Paper, Balsamiq Mockups.

Adobe Creative Suite:

Photoshop, Illustrator, XD, After Effects, InDesign.

Additional: Miro, HTML, CSS, Google Analytics, Keynote, Slack, Trello.

LANGUAGES

English Upper-Intermediate,
Russian Native

HOBBIES

Art, craft, concept art, photography, stand-up comedy, table tennis.