

Iva Keranova

Dynamic UX/UI designer with a passion for creating engaging digital experiences. Experienced in supporting the design and development of new digital presences independently. Proven track record of collaborating effectively with cross-functional teams to deliver exceptional user-centered designs.

EXPERIENCE

Aspirion, Remote — Sr. Ux Designer

January 2021 - January 2023

- Led a dashboard redesign project, addressing information overload for diverse users with a focus on clarity and simplicity.
- Collaborated with cross-functional teams, including product managers, developers, and other designers, to develop dynamic and engaging design work.
- Conducted thorough user research using surveys, interviews, and usability testing to inform design decisions.
- Created user personas and journeys to guide user-centric design approaches..
- Proven ability to work independently as the sole designer, demonstrating strong initiative and self-motivation.

RebatesMe, Remote — Ux Architect

September 2020 - January 2021

- Successfully designed and iterated on UI/UX elements of web applications using Figma and other relevant tools.

Georgia Expo, Suwanee GA — Designer

March 2017 - July 2020

- Used research findings to design layouts and graphics for two websites, working closely with development through implementation and testing.
- Implement a design thinking approach to understand customer needs, identify the right problem, and perform informed design decisions.
- Perform user interviews, build rapport, and collect insights from targeted groups of customers. Gathered data from surveys, analytics, hotjar, and other resources to improve customers' experience.

EDUCATION

Georgia Institute of Technology, Atlanta GA — Ux/UI certificate

Aug. 2019 - Feb. 2020

Hands-on training in user-centric design research, visual prototyping, and wire-framing, interface design, HTML5 and CSS, interaction design with JavaScript.

Art Institute of Atlanta, Atlanta GA — Bachelors of Graphic Design

Aug, 2008 - Sep. 2011

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[Linkedin](#)

SKILLS

Figma, Sketch, InVision, Axure, Principle, Framer, Flinto, Illustrator, Adobe XD

Miro

Information Architecture

User Research and Testing

Communication and Presentation

Pattern Libraries/Design Systems

Healthcare Industry Design

Mobile First Design

HTML/CSS

UI Patterns

Concept Development