

Iva Keranova

My focus is on turning complexity into simplicity with a user-centered approach. Passionate, adaptable, and self-driven UX/UI designer, fascinated by human behavior and unconventional beauty. I am a team player, with a fondness of meeting tight deadlines.

EXPERIENCE

Georgia Expo, Suwanee GA — Visual 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, building rapport, and collecting keen insights from targeted groups of customers. Gathered data from surveys, analytics, hotjar, and other resources to improve customers' experience.
- Worked with clients and sales to visualize and produce clients projects.

Mobile Blobs, Atlanta GA — Ux/Ui Design Contract

March 2016 - March 2017

- Designed and implemented the user interface for a proprietary project.
- Collaborated with clients, engineers, and stakeholders to seek a balance between user and business.
- Strive through multiple iterations to create the best experience for the end-user.
- Plan, design, edit and distribute marketing and social media content.

Georgia Expo, Suwanee GA — Graphic Designer

Oct. 2013 - Mar. 2016

- Planning and designing HTML email campaigns, client-facing as well as B2B,
- Perform quality assurance on printed fabrics.
- Designing web and print graphics, advertisements and catalogs.

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 — Bachelor's of Graphic Design

Aug, 2008 - Sep. 2011

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SKILLS

Adobe XD, Figma, InVision, Sketch, Adobe Photoshop, Adobe Illustrator, Bootstrap, HTML5, CSS3, Visual Studio Code, Sublime, Wireframing, Prototyping, Research, UI, GitHub, WordPress, Zeplin, Design Sprints
User-centric Design
UI Patterns
Information Architecture
Concept Development
Print Production

PROJECT

Energy.gov — *Personal Project*

keranovai.com/energy.html

Users were overwhelmed by the vast amount of disorganized information on the site. How might we redesign Energy.gov to be a go-to hub for information about green living and alternative energy sources?