

# Iva Keranova

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## SUMMARY

My strength is quickly bringing order to complex systems, identifying the core problem, aligning teams, and delivering secure, scalable workflows that support real operational decision-making.

## EXPERIENCE

### Product Designer

**ADP – Business solutions that facilitate businesses in HR, payroll, and administration processes.** **September 2024 – March 2025, Remote**

- Designed and shipped complex, time-sensitive workflows in high-stakes systems, focusing on clarity, error handling, and responsive UI behavior.
- Redesigned a mission-critical termination and final-pay workflow supporting same-day payout laws and regulatory constraints.
- Owned UX from concept through implementation, partnering closely with engineering to ensure design intent survived build constraints.

### User Experience Designer Lead

**Aspiron – Specializing in healthcare revenue cycle management services** **January 2021 – January 2024, Remote**

- Redesigned a training and onboarding system, reducing time to proficiency using co-design techniques and leveraging stakeholder insights.
- Map work queue interactions, identify manual pain points, and design scalable UI solutions for automation of repetitive tasks.
- Migrated designs from Adobe XD to Figma and built a component library of patterns, improving consistency and cross-functional collaboration.

### Ux Architect

**RebatesMe – Online platform helping consumers earn cashback, discounts,** **September 2020 – January 2021**

- Support developers aligned handoff practices and integrated accessibility standards for an inclusive, high-quality UI design.
- Advocated for the adoption of elastic servers, leading to a 30% decrease in system downtime.

### Visual Designer

**Georgia Expo – Manufactures and supplies equipment and accessories for events** **December 2015 – July 2020, US, GA, Suwanee**

- Led the redesign of Exhibit Backdrops' homepage, simplifying navigation, resulting in a 5% increase in sales, and a 34% decrease in bounce rates.
- Directed extensive user research initiatives, synthesizing qualitative and quantitative data into clear, actionable decision-making artifacts.
- Managed end-to-end lead projects across product.

## EDUCATION

### Georgia Institute of Technology, Atlanta GA – Ux/UI certificate

Georgia Institute of Technology • US, GA, Atlanta • 2020

### Art Institute of Atlanta, Atlanta GA – Bachelors of Graphic Design

Art Institute of Atlanta • US, GA, Atlanta • 2011

## CERTIFICATIONS

### Human-Centered Systems Thinking

IDEO U • 2024

- Certified in navigating complex systems challenges by integrating systems thinking with human-centered design thinking.

### Advance Figma

DesignLab • 2024

- Figma and Design System, Design standards, UI components.

## SKILLS

**Hard Skills:** UX Strategy, Product Design, UI Design, Information Architecture, Process Mapping, System Blueprint, Design Systems, Accessibility (WCAG), Usability Testing, Workflow, User Flows and Journey mapping, Edge Case and Error State Design principles, Figma, Design systems & component architecture, Interactive prototyping, Implementation-aware UX design (designing for real-time systems, constraints, and performance)

**Soft Skills:** Cross-Functional Leadership, Stakeholder Management, Strategic Thinking, Complex Problem Solving, Systems Thinking & Design, Prioritization and Decision-Making, Ownership and Accountability, Mentorship and Design Leadership, Communication, Adaptability.

**Tools:** Figma, FigmaMake, Adobe Creative Suite, Framer, Miro, Notion, GitHub, Lovable.dev, Otter.ai, Google Workspace, FigJam, Hotjar, LogRocket, Storybook, Zeplin