Iva Keranova

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SUMMARY

Senior Product Designer with 10+ years crafting powerful, intuitive desktop SaaS interfaces that simplify complex coordination workflows, and strong visual systems across payroll, banking adjacent tools, and healthcare. Fascinated by human behavior, unconventional beauty, agentic workflow automation, and risk & compliance process migration.

EXPERIENCE

UX Product Designer | Geek Girl Tech | Portland, OR | Dec. 2025 – Present
· Sets product vision and UX strategy for the GGT platform from zero → MVP, agentic workflow patterns for seamless, automated user journeys.
· Establishes canonical workflows, data constraints, and validation paths to guide build decisions.
· Oversees product and brand design to ensure clarity, cohesion, and credibility.

Sr. UX Designer | ADP – Business solutions in HR, payroll, and administration processes. | Atlanta, GA | Sep 2024 – Nov. 2025
· Designed workflows for complex, time-sensitive operations, automating risk and processes through cross-functional collaboration and UI patterns.
· Redesigned a mission-critical termination and final-pay workflow supporting same-day payout laws and regulatory constraints.
· Owned UX from concept through implementation, facilitated cross-functional collaboration with product management, engineering, and stakeholders across 4 agile squads, elevating users' NPS by 12 points.

User Experience Designer Lead | Aspirion – Healthcare revenue cycle management services | Remote | Jan. 2021 – Jan. 2024
· Led redesign of analyst-facing platforms for 700+ sophisticated users, improving efficiency and time-to-proficiency.
· Designed system-driven interfaces integrating automation and human-in-the-loop decision-making.
· Partnered with engineering to preserve design intent through build constraints by driving data-driven decisions.

Ux Architect | RebatesMe – Online platform helping consumers earn cashback, discounts, | Sep. 2020 – Jan. 2021, Remote
· 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 – Manufacturer and supplies equipment for events | Suwanee, GA | Dec. 2015 – July 2020
· Redesigned Exhibit Backdrops' homepage to simplify navigation and improve key KPIs, driving a 5% increase in sales and a 34% decrease in bounce rate.
· Directed extensive user research initiatives, synthesizing qualitative and quantitative data into clear, actionable decision-making artifacts.
· Managed and maintained websites across a variety of CMS platforms.

EDUCATION

UX UI Certificate | Georgia Institute of Technology | US, GA, Atlanta | 2020

Bachelor's of Graphic Design | Art Institute of Atlanta | US, GA, Atlanta | 2011

CERTIFICATIONS

The Complete Prompt Engineering for AI | Udemy | 2026
· Applied prompt design to support agentic workflows, human-in-the-loop systems, and trust-centered UX in automation & compliance contexts.

Advanced Figma | Designlab | 2025
· Figma software and design systems

Human-Centered Systems Thinking | IDEO U | 2024
· Certified in navigating complex systems challenges by integrating systems thinking with human-centered design thinking.

SKILLS

Visual & Interaction Design: Mastery in composition, UX Principles, typography, color theory, spacing, micro-animations, fluid interactions, and cohesive design systems (Figma variants/components).
UX Process: System maps, Wireframing to high-def prototypes, Accessibility (WCAG 2.1 AA), user journeys/flows, edge cases/error states, rapid iteration.
Technical/Collaboration: Front-end awareness (HTML/CSS/ReactJS), accessibility (WCAG 2.1 AA), process automation, translating complex regulatory requirements into technical solutions
Tools: Figma (Advanced: prototyping/motion), Adobe Creative Suite, Framer, Miro, GitHub, Otter.ai, FigJam, Hotjar, Storyblok.
Industry Focus: Consumer fintech/payroll (e.g., real-time approvals, compliance workflows, risk management), healthcare RCM, e-commerce for sophisticated users.