



YULIA TERENTYEVA

I'M A UX/UI DESIGNER CONCEPTUALIZING AND CRAFTING DIGITAL PRODUCTS, WITH OVER 10 YEARS OF EXPERIENCE AND A BACKGROUND IN GRAPHIC DESIGN. LATELY, I AM SPECIALIZING IN UX & SERVICE DESIGN.

Portfolio



www.yulinkadesign.com

PERSONAL DATA

Kollergasse 3,
1030 Vienna,
Austria
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Born on 06.06.1983
Krasnoyarsk, Siberia
Russia

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SKILLS

DESIGN

- Wireframes
- Wireflows
- Low- and High-Fidelity Prototyping
- Design Mockups
- Custom Icons
- HTML/CSS
- Brand Identity Design
- Logo Design
- Hand-drawing
- Illustrations
- Brainstorming

RESEARCH

- A/B Testing
- Heatmaps
- Usability Testing
- Surveys

PROFESSIONAL EXPERIENCE

ADVERTITY

UX & Service Designer
04/2022 – 08/2022

I was hired to Advertity to work on the Augmented Analytics module. Advertity is the data and analytics SaaS platform with focus on Marketing and eCommerce. My main duties were:

- Design and deliver user flows, low- and high-fidelity templates and prototypes
- Drive and advocate a user centred approach in Reveal's strategy
- Maintain users testing in cooperation with UX researchers
- Use Design System and to keep design consistency with the whole platform

Unfortunately the module was terminated and my POD was laid off.

WOLFORD AG



UI/UX Designer
11/2020 – 03/2022

Being highly oriented on UX/UI grow direction, I am highly involved in the web-site interface and user's interaction constant improvement. This includes:

- Design and deliver wireframes, user stories, user journeys, and mockups optimized for desktop and mobile.
- UX/UI data analytics, reporting KPI's and development suggestions;
- Introducing and implementing prototyping and UX research software, such as Hotjar, InVision, Figma, Sketch.
- Keep delivering all working flows listed below.

PROJECTS:

Revamp of the look and attitude for Wolford online shop. This includes the major elements, such as the Main menu, Homepage, Category pages, Product pages, and Check-out.

My assignments:

- UX data research; High Fidelity
- Interaction and coordination with development team.

SOFTWARE

- Figma
- Miro
- Adobe C.C.
- Adobe XD
- Confluence
- HotJar
- InVision
- JIRA
- Sketch
- Inxmail
- Demandware

LANGUAGES

English	(full working prof.)
German	B1
Russian	native

WORKING PERMIT

Daueraufenthalt-EU
(austrian permanent residence)

Online Experience Specialist

11/2017 – 11/2020

I was hired to Wolford to cover design needs for Online Department. As the sole designer at Online Department, I was in charge of most of the web graphics production for 25 major proprietary web sites spanning across Europe and USA averaging more than 500k hits monthly:

- Building landing pages and newsletters layouts (HTML structure, concept and visual design delivery);
- A/B testing of newsletter sendouts, KPI analysis and proposing on constant improvement;
- Average Transaction Value growth: supporting to SEO/SEM operations in terms of graphics creation: original banners for the shops, teasers and AB assets for paid media;

RESULTS:

The measured impact on a global level is covered with an increase of Session Duration by 11% and a decreased Bounce-rate by 5%. Online sales overall increased by 45% in the short fiscal year 2020. This indicates a qualitative UX/UI development for our web-shop and marketing channel activities.

RISK-ONSIGHT OUTDOOR MAGAZINE

Graphic designer

04/2013 – 02/2015

I developed a unique design and layout for the magazine, typeset it completely, selected photos for publications, was responsible for the prepress, worked with fonts and styles of articles.

<https://www.yulinkadesign.com/risk-onsight-magazine-page>

EDUCATION

High Academic School of Graphic Design, Moscow

Specialist, Graphic design

09/2011 – 05/2014

Firm style, branding, Illustrations, making posters, typesetting, work with fonts, skills for working with graphic soft (Adobe Illustrator, Indesign, Photoshop)

Krasnoyarsk Institute Of Fine Arts And Design

09/2006 – 05/2008

Attended series of lectures with specialization on graphic design.
Graphic design, fine arts, history of arts, drawing, basics of composition, coloristic

Siberian Federal University, Krasnoyarsk

Master's degree, Management of facilities.

09/2000 – 04/2006