



YULIA TEREITYEVA

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,
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Austria
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SKILLS

DESIGN

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

RESEARCH

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

PROFESSIONAL EXPERIENCE

ADVERTITY

Austria, Vienna
04/2022 – 08/2022



Role: UX & Service Designer

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

- Work closely with business stakeholders to discuss user related problems and clients' needs.
- Analyze issues, define the problem domain and propose solutions.
- Cooperate with the business stakeholders in writing user stories, job stories, business acceptance criteria in order to properly frame the detected problems.
- Ideate creative, innovative and user centered solutions which can generate positive differences towards the competitors.
- Visualize solutions in the most appropriate way: lo-fi wireframes, user flows, customer journeys, hi-fi layouts.
- Participate and run co-creation sessions & design workshops to discuss issues and assess potential solutions.
- Work closely with front-end engineers to implement user interfaces, answering UI related questions, and checking out the results.
- Audit and identify UX issues in current versions of Adverity products and propose improvements
- Cooperate in usability tests and UX Research related tasks.

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

SOFTWARE

- Figma
- Miro
- Adobe Photoshop
- Adobe Illustrator
- Adobe XD
- HotJar
- InVision
- JIRA
- Sketch
- Inxmail
- Demandware

LANGUAGES

English	(full working prof.)
German	B2
Russian	native

WORKING PERMIT

Daueraufenthalt-EU
(austrian permanent residence)

EDUCATION

09/2011 – 05/2014

HIGH ACADEMIC SCHOOL
OF GRAPHIC DESIGN

**Specialist Graphic
Designer**

Firm style, branding,
Illustrations, making posters,
typesetting, work with fonts

WOLFORD AG

Austria, Bregenz
11/2017 – 03/2022



Role: UI/UX Designer

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.

www.wolfordshop.at

My assignments

- UX data research
- High Fidelity Prototyping, wireflows
- Interaction and coordination with development team

Role: Online Experience Specialist

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.

Before 2017 I used to work as a freelance
Graphic Designer

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ON MY PORTFOLIO WEB-SITE**

→ www.yulinkadesign.com