



YULIA TERYTYEVA

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

Portfolio



www.yulinkadesign.com

PERSONAL DATA

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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.

WOLFORD AG

Austria, Bregenz
11/2017 – 03/2022



Role: UI/UX Designer (2020-2022) Online Experience Specialist (2017-2020)

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:



SOFTWARE

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

- Building landing pages and newsletters layouts (HTML structure, concept and visual design delivery)
- Creating of digital assets: banners, teasers and animated gif's, video editing
- Design and deliver wireframes, lo-fi and high-fi interactive prototypes, user stories, user journeys, optimized for both desktop and mobile environments, utilizing UX data research to ensure optimal user experiences.
- Design hand-outs and further collaboration with development teams through effective communication and coordination.
- Conducted A/B testing of newsletter sendouts, utilizing KPI analysis to identify areas for improvement and propose recommendations for constant optimization.

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, arranged and selected the photos for publication, and managed the prepress process. Managed the fonts and styles of articles to ensure consistency and visual appeal throughout the publication..

Before 2017 I used to work as a freelance Graphic Designer

SEE MORE WORKS

ON MY PORTFOLIO WEB-SITE —→ www.yulinkadesign.com

LANGUAGES

English (full working prof.)
German B2
Russian native

WORKING PERMIT

Daueraufenthalt-EU
(austrian permanent residence)

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 software (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