

# YULIA TERENTYEVA

UX/UI DESIGNER

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Vienna, Austria

**Daueraufenthalt-EU**

(free access to the job market)

## SUMMARY

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As a UX/UI Designer with a background in graphic design, I bring extensive experience in creating user-centered digital products with a touch of art. I have worked across B2B, B2C, and SaaS companies on projects that explore solutions for data visualizations, diagramming tools, E-commerce, etc.

## EXPERIENCE

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09/2023 – present

### PROFESSIONAL DEVELOPMENT

- Undertaking German language courses,
- Acquiring Frontend Development and programming skills in HTML, CSS and JavaScript, continuing to enhance UX design skills,
- Participating in UI/UX Meetups and online communities.

11/2022 – 05/2023

### UX/UI DESIGNER

#### Hutchison Drei

- Supporting the "Digital User Interactions" team in continually enhancing the UX of the Drei website by designing user-flows, wireframes and prototypes.
- Working on Drei Design System.

06/2023 – 08/2023

3 mos

### UX & SERVICE DESIGNER

#### Adverity AG

I joined Adverity to contribute to the development of the Augmented Analytics module within their data and analytics B2B SaaS platform, which is primarily focused on Marketing and eCommerce. Some of my responsibilities involved:

- Collaborating with stakeholders to define MVPs,
- Analyse user research, and craft user stories with innovative solutions.
- Generating user-centered wireframes, flows, and prototypes.
- Working with cross-functional teams to address technical limitations.
- Enhancing the Design System.
- Participating in usability tests and UX research.

04/2022 – 11/2022

8 mos

### UI/UX DESIGNER

### ONLINE EXPERIENCE SPECIALIST

#### Wolford AG

As the sole designer at Online Department,

- I managed web graphics for Wolford's B2C E-Commerce, building landing pages, newsletters, and digital assets like banners and gifs, video editing and drawing

12/2020 – 03/2022

11/2017 – 11/2020

4 yrs 5 mos

illustrations,

- I designed wireframes, user-flows, interactive prototypes, and user stories optimized for desktop and mobile,
- Leveraged UX research by conducting A/B testing, user surveys, and analyzing heat-maps for constant optimization,
- Collaborated with development teams,
- My role involved delivering HTML layouts.

#### OUTCOMES:

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.

04/2014 – 02/2015

11 mos

### GRAPHIC DESIGNER

#### Risk-Onsight Outdoor Magazine

As a magazine layout designer, I reworked the magazine's identity style to better match the bold and extreme spirit of its audience. I designed the layout and overall visual style of the magazine, selected and curated visual elements such as photographs, illustrations, maps, and text for articles, created infographics and other visual aids, prepared files for printing and managed the prepress process.

## EDUCATION

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09/2011 – 05/2014

HIGH ACADEMIC SCHOOL OF GRAPHIC DESIGN, MOSCOW  
Graphic designer

09/2006 – 05/2008

KRASNOYARSK INSTITUTE OF FINE ARTS AND DESIGN  
I attended series of lectures with specialisation on graphic design

09/2000 – 04/2006

SIBERIAN FEDERAL UNIVERSITY, KRASNOYARSK  
Master's degree, Management of facilities

## SKILLS

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- Wireframes
- User flows
- Low- and
- High-Fidelity Prototyping
- Brand Identity Design
- Logo Design
- Hand-drawing
- Illustrations
- Lettering
- HTML/CSS
- Figma
- Miro
- Adobe Ai, Ps, XD
- JIRA
- A/B Testing
- Heat-maps
- Usability Testing
- Surveys

#### LANGUAGES:

- **English** full working proficiency
- **German** conversational
- **Russian** native

## HOBBIES

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- Climbing and Mountaineering (pro-athlete)
- Social dancing
- Tailoring