

YULIA TERENTYEVA

UX/UI DESIGNER

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Vienna, Austria

Austrian citizenship

SUMMARY

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, E-commerce, branding etc.

EXPERIENCE

09/2023 – present; 11/2022 – 05/2023

FREELANCE AND LEARNING

06/2023 – 08/2023 / 3 mos

UX/UI DESIGNER

Hutchison Drei, Vienna

The company provides mobile and fixed-line telephony, internet services, and digital television services. In the cross-functional team called 'Digital User Interactions,' I supported their website by designing user flows, wireframes, and prototypes to increase customer engagement and enhance usability.

04/2022 – 10/2022 / 7 mos

UX & SERVICE DESIGNER

Adverity AG, Vienna

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. Through defining MVPs, analyzing user research, and crafting user stories, I created impactful wireframes, flows, and prototypes. Collaborating with cross-functional teams, I addressed technical limitations, enhanced the Design System, and participated in usability tests. My contributions simplified the onboarding process, improved transparency of ROI recommendation error rates, and ensured UI consistency, resulting in higher client satisfaction.

11/2017 – 03/2022 / 4 years 5 mos

UI/UX DESIGNER / ONLINE EXPERIENCE SPECIALIST

Wolford AG, Bregenz

At Wolford AG, a luxury fashion brand renowned for its high-quality hosiery, lingerie, and bodywear, I managed all web graphics for their B2C E-Commerce platform. As the sole designer, I continuously improved the UX of the online shop to align with user-centric principles and handled graphic production for customer acquisition and retention. I was in charge of optimizing the online shop by developing a visually appealing and user-friendly interface that reflected the brand's identity. Through A/B testing, user surveys, and heat-map analysis, I ensured a seamless and enjoyable customer experience while collaborating with development teams to deliver wireframes, users-flows and prototypes.

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 / 10 mos

GRAPHIC DESIGNER

Risk-Onsight Outdoor Magazine, Moscow

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

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

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

LANGUAGES:

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

HOBBIES

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