



Ekaterina Sirotkina, Senior UX/UI/Product Designer

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EXPERIENCE

BetterCast / Senior UX/UI designer / 2021 - Present / Part-time / Australia.

Australian hybrid conference platform. Working on design of a service for event managers to create and set up conferences with various complexity.

- Collaborating with product owner and dev team to design solutions for complex problems.
- Prototyping, wireframing and layouts creation. Implementation and support of the Material design system.
- UX/UI lead. Education and guidance of a junior UX/UI designer.

SurroPlans / Senior UX/UI designer / 2017 - Present / Part-time / USA.

American Surrogacy insurance company. Working on corporate web-site and the design of the internal tools. NDA.

- Conducting User Interviews. Hypotheses creation.
- CJM & Mindmaps creation. Prototyping & User testing. Creating and continuously improving Design system.
- Collaborating with product owner and marketing team to design solutions for complex problems.
- UX/UI lead. Education and guidance of a junior UX/UI designer.

Freelance / UX/UI designer / 2017 - Present / Part-time / Worldwide.

Have been working for a few Australian digital marketing agencies, Russian banking & server services, and Kenyan Loyalty service. The scope of tasks varies depending on the project:

- Collecting project requirements/limitations & Determining the target audience and main user scenarios.
- Research and analysis of existing business models of analogs and competitors on the market.
- Mindmaps Creation. Defining business model, project functions. Prototyping, Wireframing & Testing of user scenarios.
- UI design. UI Kit, Components, and Landing pages creation. Responsive design/Mobile Apps design.

OPENh / UX/UI designer / 2017 - 2018 / Russia.

The Service organizes rent/purchase/sale of commercial and residential real estate.

- Conducted User Research, worked on Product Strategy and Information Architecture.
- Mockups, Animated Prototypes (AxurePR) & Design system creation.
- Worked on all visual designs, style guides & pattern library.

All payments (Vse Plateji) / UX/UI designer / 2015 - Mar 2016 / Russia.

The Service helps people from 1100 Russian cities make payments such as utilities, taxes, Internet, TV, mobile etc.

- UX audit of interface problem points.
- Personas hypothesis creation based on Google Analytics.
- MockUps & Prototyping. Design/Editing layouts using the UI guide.

Di-project (Digital Agency) / Designer / 2013 - 2015 / Russia.

A full-stack agency that provides digital and marketing solutions.

- Branding, printing, marketing, Landing Page creation, Prototyping, UX/UI.

Creara (Game Dev) / Junior UI designer / 2012 - 2013 / Russia.

Game dev company for social networks.

- Game Interfaces Design.

EDUCATION

2005 - 2011. Omsk State Technical University

Specialist Degree, Graphic Design.
Russia, Omsk.

2015. British Higher School of Art and Design

Interactive design: UX & UI Design Course.
Russia, Moscow

RELEVANT COURSES & WORKSHOPS

2021. CFA Australia. Accessibility Workshop.

2020. UX-Marathon. The design of complex systems.

2019. UX-Marathon. UX in e-commerce.

2018. UX-Marathon. Design processes, UX-tools, User Research, A/B testing.

2017-2018. Skillbox/AIC courses. UX design.

2017. HTML Academy. HTML/CSS basics;

2017. UX-Marathon. E-commerce UX;

2016. UX-Marathon. Online banking. How to create a Mobile app;

2015. UX-Marathon. Online conference about design and interface prototyping;

2015. RealTime School (authorized training center of Autodesk and Adobe). Course Cinema 4D Basics

2014. Moscow Dribbble Meetup conference.

SKILLS

UI • UX • Product Design • User Research • User Journey • CJM • CRM • Benchmarking • Mindmap • Information Architecture • User Flow • Task Analysis & Persona Hypothesis • MockUps • Prototyping • User Testing • Responsive Design & Mobile Apps design • Art Direction.

TOOLS

Figma • Sketch • Photoshop • Illustrator • Invision, HTML/CSS basics • Lightroom • X-Mind.

If you use a different tool that works well in your established workflow, I will be happy to learn it.

LANGUAGES

English, Russian.