# Senior Product Designer

## Alex Zhovnir

Location: Alanya, Turkey                    +380 (63) 625 20 74
Employment: full time                       alex@zhovnir.com
Work schedule: full day                     alex.zhovnir.com

**EDUCATION:**
Specialist. Faculty of Informatics and Computer Engineering. Igor Sikorsky Kyiv Polytechnic Institute.

**METHODOLOGIES:**
Scrum / Agile, User-Centered Design, Design Thinking Framework, Atomic Design Principles, Gestalt theory and UX principles, Knowledge of Human Interface Guidelines and Material Design Guidelines, Creating Design Systems, Trendy design systems (Flat, Material, Fluid), Conversion Rate Optimization.

**SKILLS:**
Briefings, Research (Competitive analysis, Customer interviews, Mystery Shopping), Personas, Empathy Map, Storyboard and Customer Journey Map, Information Architecture, Wireframing / Mockup, Concept and creative design, Prototyping (rapid, interactive), Visual Design (style guide, design system, graphic UI-kit, assets), Micro-interactions/transitions, Tracking and analysis of users behavior (HotJar), Analysis (Google Analytics, HotJar), A/B and multivariate testing (Google Optimize, VWO), Usability testing (Online, offline), experience with CSS/HTML/JS .

**TOOLS:**
Figma, Design Tokens, Adobe CC, Experience Design (Adobe XD), Axure, Webflow, InVision/Marvell, Mind-Mapping, Miro, Jira, Google Analytics, HotJar, VisualCode,

**WORK EXPERIENCE:**

Mar 2021 -
Dec 2022

**upSWOT | Fintech company works with top US Banks**
Charlotte, USA, upswot.com

Product Designer

Made from scratch Design System based on Design Tokens. Created a brand-new Design for Admin Panel. Created a marketing website for B2C. Customization for client styles all products. Created design for increase Credit Score feather, received the US patent. Personas, CJM, AI, Usability Testing.

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| Nov 2019 -<br>Mar 2021 | **Auther.ai \| Face recognition as a service**<br>Kyiv, Ukraine, auther.ai<br><br>Product Designer / Teamlead<br><br>Created brend-new Design for SaaS product. Created from scratch the UI-KIT in Figma. Designed and layouted of brend-new marketing website in Webflow. Created User Personas, CJM, Empathy Map, AI. Usability testing for user flows. |
| Dec 2018 -<br>Aug 2019 | **SmartExpert \| Learning Managmet System**<br>Kyiv, Ukraine, smartexeprt.net<br>Product Designer<br>Created from scratch brand-new Design for main product Learning Management System. Created from scratch UI-KIT. Created User Personas, CJM, IA. Usability testing for user flows. |
| Sep 2016 -<br>Sep 2018 | **Uvoteam \| Writing service**<br>Limasol, Cyprus, uvoteam.com<br><br>Product Designer / Teamlead / Last year like a Product Owner<br><br>Creation: Research (Competitive analysis, customer interviews, CJM, information architecture, wireframe, interactive prototypes for websites and mobile applications. Conducting: usability testing, A/B testing, multivariate testing. Work to improve the conversion. A management team of 10 employees |
| Oct 2015 -<br>Aug 2016 | **NT.Payments \| Selfservice Payment Terminals**<br>Abu Dhabi, OAE, ntpayments.com<br>Product Designer<br>Prototyping, user testing, and design self-service terminal, websites. Working with arabic and urdu lenguages. |
| Mar 2014 -<br>Sep 2015 | **Unicheck \| Plagiarism checker**<br>Kyiv, Ukraine, unicheck.com<br>Product Designer<br>Creation: user stories, use cases, information architecture, wireframe, interactive prototypes for websites and mobile applications.<br>Conducting: usability testing, A/B testing, multivariate testing.<br>Work to improve the conversion. |
| Dec 2012 -<br>Sep 2013 | **Bodo Ukraine \| E-commerce**<br>Kyiv, Ukraine, bodo.ua<br>UX/UI Designer<br>Creation: user stories, use cases, wireframe, interactive prototypes for websites and mobile applications.<br>Conducting: usability testing, A/B testing, multivariate testing.<br>Work to improve the conversion.<br>The visual design of websites, applications, printed materials. |

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| Feb 2011 -<br>Nov 2012 | **ITOGO \| POS, Selfservice termianls**<br>Kyiv, Ukraine, itogo.ua<br>UX/UI Designer<br>Prototyping, testing, interface design online service for retailers, POS terminals, self-service terminal. |
| Mar 2010 -<br>Jan 2011 | **Globalware \| Antivirus**<br>Detroit, USA, globalware.com<br>UX/UI Designer<br>The adoption of a decision on the design and usability of the company's products.<br>Organization of the design team working on freelance.<br>Creating the concept of an advertising company. |

**OTHER:**

Solid web and digital design background, video production, team management, and coaching. I like to learn new technology, frameworks, and tools. A goal-oriented, deep thinker, and problem solver.