Maryna Aleksandrova

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maryna.me

ABOUT

Visual and Experience designer based in Hong Kong.

For the past 5 years I have been leading the design direction of a data viz SaaS platform. My responsibilities include creating custom user interfaces for data manipulation, data representation and data analysis; creating and maintaining a design system that allows efficient and consistent product interface development; collaborating with stakeholders to identify product development direction and feature prioritization.

The majority of my professional experience comes from working in startups and/or remote teams. I'm used to taking on responsibility, working in a high-paced and quickly-changing environment, communicating with different stakeholders and identifying needs of each group, and delivering results.

Working closely with software engineers throughout my career, I now understand many programming concepts and am aware of technology capabilities and limitations.

I'm goal-oriented and focused on the best solution to any given problem.

EXPERIENCE

Zectr.io — Lead Designer   **11/2017—Present**

- Data viz SaaS platform UI/UX design;
- Create and maintain design system;
- Brand design and direction for Zectr.io, including logotype design, business cards design and brand guidelines;
- zectr.io website design;
- Mobile and desktop app user experience and visual design, including form filling process redesign, general user flow, innovative approach to data visualization and user interaction with data;
- Video production curation, including video copy overview, storyline overview and footage overview and general creative direction.

Softwaremill — UI/UX Designer, Web developer   **01/2013—08/2016**

- Lead and executed a complete redesign of softwaremill.com website as a part of global brand update;

- Front-end development and design for FinTech startup mylo.me;
- Creative direction, logo design, brand positioning for Scalar conference (Warsaw, Poland);
- Website design and front-end development (HTML/CSS/JS) for Scalar conference www.scalar-conf.com;
- Design of various promotional materials and merchandise - namecards, bags, t-shirts, leaflets, ads, slides for Scalar conference (Warsaw, Poland);
- Mobile app design for Confitura conference (2018.confitura.pl)
- Creative direction, logo design and HTML/CSS/JS/SVG development of www.updateimpact.com;
- Creative direction, logo design, website design and HTML/CSS/JS development of ScalaTimes newsletter scalatimes.com;
- Mailchimp template development for scalatimes.com;
- Logo design, redesign and theme development of a popular developers portal struts.apache.org;
- Brand and logo design for codebrag.com, various promotional material for web and print;
- Creative direction, HTML/CSS development of codebrag.com website;
- Product design, UI and UX design, creative direction of codebrag.com webapp;
- Design of various promotional and business materials, such as leaflets, t-shirts, stickers, roll-ups, presentation slides, postcards, logotypes for smaller internal projects for Softwaremill and their clients.

Hashobject — UI/UX Designer **05/2013–08/2016**

- Design direction and front-end development for goosta.me;
- Design direction and partial front-end development for lifelines.io, including data representation and visualization;
- Hashobject.com brand design, logo design, business documents templates design;
- Various theme designs for Shopify.

Freelance — UI/UX Designer, Web developer **08/2010–08/2016**

- Creative direction and brand design for CTFO iOS app, including UI/UX design, interactions design, animations design, icons design;
- Brand design for Current.io, including logo design, business card design and investor pitch deck design;
- CSS3 animations development for Loggly homepage;

- CSS3 animations for Easter, Valentine's Day and Christmas (some reaching 15000 likes and retweets);
- User experience flow and UI design for PublicVerification widget.

SKILLS

Sketch	Wordpress
Adobe Photoshop	Drupal
Adobe Illustrator	Mailchimp
Adobe InDesign	Google Analytics
InVision Studio	HTML & CSS
Figma	
Principle	

EDUCATION

The Hong Kong Polytechnic University   2016–2017
Master of Design (Interaction Design) with Distinction
Hong Kong

Ukrainian Engineering Pedagogics Academy   2008–2009
Expert of Pedagogic Education (Professional training.
Modeling and design of fashion garments) Cum Laude
Kharkiv, Ukraine

Ukrainian Engineering Pedagogics Academy   2004–2008
Bachelor of Pedagogic Education (Professional training.
Modeling and design of fashion garments) Cum Laude
Kharkiv, Ukraine