VERONIKA IVANOVA KOSTOVA

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Product Designer with 3+ years experience crafting delightful experiences that make people's lives easier with accessible information architecture & interaction design.

SKILLS

Systemic Thinking
Creative Problem Solving
Collaboration
Adaptability

User Experience Design
Interaction Design
Web Design
Wireframing/Storyboarding
Rapid Prototyping
Usability Testing
User Research

Sketch/Figma/Adobe CC
HTML/CSS/JavaScript

EDUCATION

Pratt Institute
MSc Information Experience Design
GPA 3.9, Graduated with Honors
2018 - 2020

Hofstra University
BBA Marketing/Design Minor
GPA 3.7; Graduated Cum Laude
2013 - 2017

AWARDS/HONORS

Portfolio features on   *2021*
bestfolios.com and the
UX Design Weekly Nesletter

Seoud M. Matta Award for   *2020*
Outstanding Achievement in
Information Technology

Graduate Student   *2020*
Leadership Award

EXPERIENCE

Product Designer, Pratt Institute - CTL, New York, USA   *Jun 2020 – March 2021*

- Successfully helped migrate 5k+ users to an online environment by working in an agile team on end-to-end projects with storyboards, concept models, wireframes, interactive prototypes and implementing the best user experience
- Led the creation of research based UX solutions that measurably improve the workflows of the team and allows them to tag and build content for all outlets which resulted in a 1350% increase in engagement and a decrease in tickets
- Education Technology Lead at the Center for Teaching & Learning in care of effectively presenting and leading design ideas & user-centered projects

Junior Web Designer, Pratt Institute - Game Lab, New York, USA   *Sep 2018 – May 2020*

- Assisted the Director of Research and Strategic Projects with a focus on designing interactive experiences following UX best practices at the Game Lab
- Successfully consulted, researched, developed and designed 15+ websites, mobile applications and games with Adobe CC, Figma, Unity, HTML, CSS
- Launched projects include: AR Wayfinding App, Skill Sharing App, VR Beta Space Site, Song Searching Game, Material Lab, Department sites and more

UX Design Assistant, NeoLotto GmbH, Hamburg, DE   *Nov 2017 – Aug 2018*

- Improved website and app functions by analyzing customer behavior, feedback and performance data as well as A/B testing which resulted in an increase of positive reviews and a 4.6 average rating on the app store
- Created prototypes, concepts and designs for digital ads, newsletter and social media across different platforms and for nationwide product launches
- Developed unique user interfaces, designs, and interactions for special events (German Christmas & Easter Lottery)

Marketing Intern, Paraiso Adventures, New York, USA   *Jan 2017 – May 2017*

- Optimized the digital presence by applying UX design and writing standards and SEO on the website and mobile design
- Increased engagement and follower count by 50% by applying consistent visual language and improved user interfaces on social networks, content creation and marketing across all digital outlets and platforms used by Paraiso Adventures

Content Strategist, Viewing NYC, New York, USA   *May 2016 – Sep 2016*
Web Designer, Freelance, Hamburg, DE   *Jul 2015 – Feb 2016*

FEATURED PROJECTS/ACTIVITIES

Product Design Lead for the gamified social network Skill Sharing Application build with blockchain technology   *2020*
UX Designer for the augmented reality Wayfinding App developed for the Pratt Research Open House   *2019*
Interaction Designer in the Adobe Creative Jam in collaboration with the Ocean Agency and Pantone   *2019*
Webmaster and UX Designer for the Song Searching Video Game for STEAMplant Project   *2019*
Elected Graduate Student Representative for Student Government at Pratt Institute   *2018 – 2020*