

Marina Yakubov

Senior UX/UI Designer

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Hey! I'm a passionate Senior UX/UI Designer with 6+ years of experience in designing complex systems, apps, and websites for various B2B and B2C companies. Proficient in the complete user experience process, from product definition to research, analysis, design, and validation. Skilled in creating intuitive interfaces through site mapping, user flows, wireframes, and prototypes. Success-driven in fast-paced environments, leveraging excellent communication, time-management, and teamwork skills. Outside of work, I am an animal lover, particularly fond of dogs and cats, and lead a vegetarian lifestyle.

EXPERIENCE

Senior UX/UI Designer

Richkid - 2022 - 2023

- Conducted thorough user research and competitive analysis to gather insights and inform design strategies.
- Developed and implemented design systems to ensure consistency and efficiency across multiple projects.
- Created detailed wireframes and interactive prototypes to visualize user flows and interactions.
- Designed visually appealing and user-friendly interfaces for web and app platforms.
- Successfully collaborated with cross-functional teams and stakeholders to deliver high-quality designs.
- Worked closely with clients to understand their requirements and translate them into innovative design solutions.
- Meticulously prepared design files for development teams and conducted QA checks.
- Demonstrated effective management skills, including performance metrics tracking and weekly scheduling.

UX/UI Designer

E-shop - 2020 - 2022

- Led the design and optimization of user interfaces and experiences for e-commerce websites.
- Created visually appealing banners and optimized social media assets to enhance brand visibility and engagement.
- Edited various videos to create engaging and compelling content.

Graphic Designer

Funzing - 2019 - 2020

- Engaging B2C designs for social media.
- Captivating newsletter design and impactful video editing.
- Collaborated closely with the marketing team for brand consistency and customer engagement.

Graphic Designer

A-team - 2017 - 2019

- Designed online media assets: websites and landing pages.
- Created visually appealing designs for social media.
- Produced high-quality print materials.

EDUCATION

User Experience and User Interface Course

Netcraft Academy - 2020 - 2021

Graphic Design Course

Sela College - 2014- 2016

SKILLS

Hard Skills

UX Research • Users Persona • Site Map • User Flow • Wifeframes • Prototyping • Usability testing • Design System • Product Design • Websites • Mobile Apps

Soft Skills

Effective communication • Leadership • People management • Team player • Responsible • Organizing Workshops

Tools



Figma



Photoshop



XD



Illustrator



Premiere



Zeplin



ChatGPT



Hotjar

LANGUAGES

Hebrew

Russian

Native proficiency

Mother tongue

English

Intermediate proficiency