Tatiana Avaeva

Product Designer

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LinkedIn profile
Portfolio: tatianadigital.com

SUMMARY

- Highly creative multi-talented Product Designer who thrives in a fast-paced, collaborative environment
- Working on diverse range of applications including big data AI-driven web application as well as mobile apps
- Ability to translate high-level requirements into interactive flows and clean, human-centered interfaces
- Ability to lead design process from the research to hi-fidelity pixel perfect mock-ups
- Collaborating with cross-functional teams including stakeholders, product managers, development team and QA
- Excellent visual design skills
- Hands-on coding experience (HTML / CSS)
- 10+ years of experience in design field (UX/UI + visual design + marketing)

EXPERIENCE

WQ Predictive, Product Designer

Aug. 2021 – Oct.2023

Designing big data AI-driven web applications for financial and retail domains that provide prediction for many parameters. Conducting user research, mastering flows /wireframes and delivering UXUI flows and patterns. Working in agile environment. Collaborating with various teams including stakeholders, product managers, development team and QA.

InfoMagnus, Sr. UXUI Designer

Jul. 2019 – Sept. 2021

Designing innovative solutions for complex big data enterprise application for web and mobile client. Building and maintaining brand and style guides. Interacting with development and BA team on a regular basis. Performing user research, competitive analysis, low and high fidelity wire-framing; designing UI using the best practices and patterns including Angular framework and Ionic. Performing QA analysis.

Western Digital, Lead Designer

Aug. 2016 – Mar. 2019

Performing UXUI for product website. Designed marketing campaigns, concept through production, that were implemented with great results. Established and successfully implemented line of responsive, mobile optimized email blast templates specifically for WD, SanDisk and G-Tech brands. Created line of animated graphic for social media presentation as well as bill boards/POP for trade shows and retail stores. Created promotional advertisements for multiple resellers.

Consulting Services

Nov. 2014 – Aug. 2016

Providing consulting UXUI / Marketing services for small and medium businesses. Working with the following domains: Sport industry, Healthcare, Entertainment, Real Estate.

Aryosys, UXUI Designer / Marketing
Dec. 2013 – Nov. 2014
Designed GUI for web and mobile applications. Developed branding guidelines.

800dollar.com, Social Media Designer
Apr. 2012 – May. 2013
Created social media graphic presentation for such platforms as Facebook, YouTube, LinkedIn, Google. Developed branding guides, logo / identity.

Consulting Services
Feb. 2010 – Apr. 2012
Providing consulting Marketing/Branding services for small and medium businesses.

Card Express Inc., Graphic Designer
Mar. 2003 – Feb. 2009
Established a new line of seasonal and corporate MasterCard and Visa prepaid debit gift cards for various financial institutions. Designed and implemented UX/UI for client's portals; Set up print and web marketing campaigns. Prepared all assets for tradeshows.

EDUCATION

CENTER OF IT TECHNOLOGY BELHARD
Minsk, Belarus
Testing Web and Mobile apps Certification Program

PLATT COLLEGE
Newport Beach, CA
Desktop Publishing / Graphic Design Diploma

COMPU COLLEGE
Studio City, CA
Web Development Certification Program

LA TRADE TECH COLLEGE
Los Angeles, CA
Two-Year Certificate in Fashion Design

UNIVERSITY OF APPAREL INDUSTRY
Moscow, Russia
Bachelor of Arts in Fashion Design

SKILLS

Protoryping / Design Tools
Adobe CC
Adobe XD, Photoshop, Illustrator, InDesign
Figma
Sketch
Axure
InVision

User Research

Project Management Tools
Jira
Project Insights
Azure Dev Ops

Development
HTML/CSS
Javascript (basic knowledge)
Bootstrap (basic knowledge)