

VERONIKA IVANOVA KOSTOVA

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Product Designer with 4 years experience crafting delightful interactions for people through innovative new products built with detailed UX & interaction design.

EXPERIENCE

Product Designer | Pratt Institute | New York, USA June 2020 - March 2021

- Product Lead at the Center for Teaching & Learning in care of effectively presenting and leading design ideas & projects
- Led the creation of a research based Design System that improves the workflow of the team and allows them to build and tag content for mobile & web products which resulted in a 1350% increase in engagement and a decrease in tickets
- Successfully helped migrate 5k+ users to an online environment by working in cross-functional teams with user flows, wireframes, prototypes, high-fidelity visual designs, and interactions to create the best end-to-end user experience

Junior Web Designer | Pratt Institute | New York, USA September 2018 - May 2020

- Assisted the Director of Research and Strategic Projects with a focus on interactive experiences at the Game Lab
- Successfully researched, developed and designed 15+ websites, apps and games with Adobe CC, Unity, HTML, CSS, JS
- Launched projects include: AR Wayfinding App, Skill Sharing App, VR Beta Space Site, Song Searching Game

UX Design Assistant | NeoLotto GmbH | Hamburg, DE November 2017 - August 2018

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

Marketing Intern | Paraiso Adventures | New York, USA January 2017 - May 2017

Content Strategist | ViewingNYC | New York, USA May 2016 - September 2016

UX Designer | Freelance | Remote July 2015 - Present

- Optimize the digital presence of clients by applying innovative UX design standards on website, mobile and app designs
- Increase engagement through following SEO and building interfaces with UX/UI innovation and best practices in mind

FEATURED PROJECTS & ACTIVITIES

Product Design Lead for the gamified social network Skill Sharing App 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

EDUCATION

Pratt Institute | **Master of Science (MS) in Information Experience Design** | GPA 3.9 | Graduated with Honors 2018 - 2020

- Relevant Coursework: Information Architecture & Interaction Design; Usability Theory & Practice; Digital Accessibility; Conversational UX Design; Game Design; Information Visualization; Rapid Prototyping & Physical Computing

Hofstra University | **Bachelor of Business Administration (BBA) in Marketing** | GPA 3.7 | Graduated Cum Laude 2013 - 2017

- Relevant Coursework: Social Media & Web Design; Consumer Behavior; Digital Marketing; Marketing Research; Advertising; Business Statistics; Motion Graphics & Sound Design; E-Publication; Digital Photography

SKILLS

Systemic Thinking

Creative Problem Solving

Collaboration

Adaptability

User Experience Design

Information Architecture

Interaction Design

Game Design

Wireframing/Storyboarding

User Experience Research

Rapid Prototyping

Figma/Sketch/Adobe XD