

# Irina Kerdivar

## UX/UI Designer

UX/UI Designer with a background in applied psychology and visual design. Experienced in communication with a variety of clients, meeting their expectations, identifying and troubleshooting UX problems. Passionate about UI Design and Motion Design.

### CONTACT

#### Portfolio:

<https://kerdisign.com>

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### SKILLS

User Research

User Interview

User Research Report

User Persona

User Journey

Competitive Analysis

User-Centered Design

UX Audit

Usability Testing

User Flows

Responsive Design

Low/High-fidelity Wireframes

Prototyping

UI and Visual Design

Style Guide

Animation

### TOOLS

Figma

Adobe CC

Sketch

Invision

Balsamiq

UXtweak

### EDUCATION

#### CareerFoundry

January 2021 - December 2022

UI Design Immersion Course

500+ hours of UI/UX study

#### Anfign

January 2020 - May 2020

UX for Freelancers

#### International Institute of Business Education

2008 - 2013, Russia

Diploma in Psychology

(Equiv. M.A.)

### EXPERIENCE

#### Jr. UX Designer

Designed by Cats | March 2023 - present | Remote

- Conducted marketing research and performed in-depth competitive analysis to identify market trends and opportunities
- Developed user personas based on user research
- Designed and implemented UI elements, including prototypes, and visual designs, to enhance user experience
- Created social media portfolio case study presentations to showcase design expertise and project outcomes
- Collaborated with cross-functional team members to ensure seamless project execution and alignment with project goals and objectives.

#### UX/UI Designer

Nonprofit organization | January 2023 - February 2023 | Houston, TX

- Created user flows and information architecture to enhance website navigation and streamline user journeys
- Redesigned the checkout page for the organization's online bookstore, optimizing the user experience
- Created a visually appealing landing page for the organization's website, focusing on clear messaging and effective call-to-action

#### UI/UX Designer

UpWork | December 2022 - January 2023 | Remote

- Redesigned the Shopify landing page for an ecommerce business, enhancing the overall user experience and visual appeal
- Developed high-fidelity mockups that showcased the visual design and interactive elements of the landing page, capturing the brand's aesthetic and messaging

#### Research Assistant II

UT Health Behavioral Studies | May 2019 - September 2019 | Houston, Texas

- Conducted research studies, employing methodologies such as interviews and psychiatric assessment to gather valuable research data
- Collaborated with interdisciplinary teams, including clinical researchers and medical professionals, to support the planning and execution of clinical trials

#### Psychologist

Children's Psychological Center | 2014 - 2017 | Saint-Petersburg, Russia

- Planned and executed psychological testing using mixed research methods for 250+ participants in 6 month period, resulted in identifying psychological problems among 46 participants
- Conducted psychological interviews and provided counseling services to the children from ages 6 to 17 and their parents, which led to increased company efficiency overall by 20%

### OTHER PROJECTS

#### Hospital Indoor Navigation project, Robe project, SmartDoc project

CareerFoundry UI/UX Design Case Studies | September 2021 - November 2022