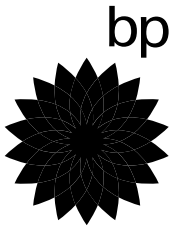


STACEY ANTONOVA



Senior Product Designer • www.semiology.studio • aantonovanastia@gmail.com

6+ professional experience



Performance tracker web dashboard for international oil plants

2023 Desktop + Mobile



NOVARTIS

Symptom tracker for cancer patients

Decision making solution for doctors

2023 Desktop + Mobile



US National Traffic Management System

SaaS Management Solution for the main US traffic control platform

Research, Architecture and Design

2023 Responsive Desktop + Mobile



Mercedes-Benz

Projects management system to compare KPIs to actual milestones within departments

2023 Desktop Dashboard



National Health Service

SaaS hospitality meal booking platform

2020 Desktop + Tablet



CHANEL

Young audience research and customer journey mapping for Chanel Cosmetics

2022 User Research

SKILLS

UX/UI, Web-design, Design Systems, B2B, B2C, SaaS

Usability testing, user research, workshops

Figma, Webflow, WordPress, HTML/CSS site building

Senior Product Designer at Credera UK London, UK

January 2023 – December 2023

Product design: designed solutions for brands such as Novartis, Mercedes, Parsons and BP, delivered high-end designs and accessible interfaces.

Design systems: set up MUI design libraries for clients and hosted workshops for developers to source front-end code.

UX: conducted user interviews and research, competitive analysis, empathy maps, user stories, IA (Information Architecture), user personas and interactive prototypes.

Publicity: Hosted a number of company-wide workshops on Experience Design and published articles about accessibility and best UX practices.

Web designer at Artemisa Barcelona, Spain (remote)

February 2017 – September 2019

UX/UI: re-designed the company's eCommerce website (B2C) to match a modern standard considering the existing brand identity and their TA.

Web design: designed a brand new website for make up brand SHU inspired by old school tattoo.

Branding and package design: created a new makeup brand concept, created the package designs.

Publicis Groupe Media Eurasia, Starcom agency, the branded entertainment department, intern Moscow, Russia

Summer 2016

Teamwork: expressing ideas and solutions to the team and clients, discussed advertisement materials among the team, reported and presented advertising campaigns to the team leader.

Advertisement: assisted on sets, expressed ideas and solutions for commercials.

UX/UI designer at BlueRunner Solutions London, UK

December 2019 – December 2022

UX/UI design: delivered customer-centred solutions based on client branding, design systems, improved the user experience on existing products and delivered brand new solutions based on research and market analysis.

Competitive analysis: stayed up to date on new technologies, design trends and emerging UX and UI patterns, and dev frameworks.

Product delivery: communicating and presenting work to clients, overseeing the development, delivery and user testing making sure the product meets the requirements, conducted team trainings and met clients' business and design goals.

Web design and development: worked on web design projects that involved both building and managing WordPress websites for our clients, conducted team trainings.

Strong decision-making: working in agile team as the only UX/UI designer, making suggestions and the final decisions for the products, demonstrated strong time management skills.

Illustrator and digital designer at Claret Press London, UK

February 2018 – February 2019

Illustrator and graphic designer at Author Sleep Shoes London, UK

April 2016 – July 2018

December 2023

**Guest Lecturer at the London
School of Economics and Political
Science**



Empathise & Innovate: A Workshop on UX Problem-Solving with Anastasia Antonova