

# Marina Matusevich

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## UX/UI DESIGNER

### EXPERIENCE

#### UX/UI Designer

ATOGEAR | June 2020 – Present

Leading the user experience of mobile, tablet and web apps working with connected wearable devices (ultra-thin smart insoles) in collaboration with product owners, developers, stakeholders and users. Performing UX-research, competitor analysis, creating low- and high fidelity wireframes and UI design, and writing design documentation.

#### UX/UI Designer Trainee

IT Academy | January – April 2020

Designed mobile app Plant.io – houseplants community and plants recognition tool. Design deliverables incl. customer journey map, opportunities scope, Kano questionnaire, low-fidelity wireframes available in [Figma](#) and [Miro](#). Collaboratively designed AutoPlan – car route planner for travellers. Miscellaneous UX/UI assignments.

#### Visual Designer

Freelance | June 2019 – March 2020

JCS Digital Agency | June 2017 – September 2018

Created visuals for omnichannel marketing (social media, online ads, promo web and print).

#### SEO Specialist → Lead SEO Specialist

OZ.by bookstore | March 2014 – January 2017

Improved indexability, visibility and rankings on search engines. Interpreted analytics data and industry best practices into insights for the team. Advised on tech- and content optimization strategy, automations, provided reports, increased organic traffic up to 150%.

### COURSES

#### Design Thinking

Growth Tribe | 2023

#### UX Design online workshops

Design Spot School | 2020

#### Interface Design: Web & Mobile

IT-Academy | November 2019 – March 2020

#### Ladies that UX

Mentorship | April – June 2019

### SKILLS

#### Design

Low-high fidelity wireframing, Physical & Digital Prototyping, Usability Heuristics, Layouts, Patterns, Colour schemes, Five Planes Design Framework, Product Requirements Definition, Information Architecture, Design Reviews, Dev handoff

#### Research

Client's and Users' goals evaluation, Personas & Segmentation, User Interviews, Surveys, Value Proposition & Lean Canvas, Competitor Analysis, User Flows.

#### Software

Adobe XD, Figma, Miro, Photoshop, Illustrator, After Effects, InDesign, Jira, Confluence, HTML, CSS, Google Analytics.

#### Languages

English, Dutch, Belarusian, Russian

### EDUCATION

#### Belarusian State Academy of Arts

Graphic Design | 2015 – 2017

#### Belarusian State University of Informatics and Radioelectronics

Information Technology Software | 2011 – 2015

### AWARDS

#### Adobe Creative Jam

Amsterdam | April 2019

With a focus on UX Design, teams were given the theme Amsterdam 2030 and had 3 hours to complete their work using Adobe XD.

Winner Judge's award, 2nd place