

Nikita Kovalovs

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About

I am a UX Designer committed to putting people's needs and values at the forefront of my design process. I excel in developing products using the User Centered Design methodology and have a proven track record of improving product usability, accessibility, and user satisfaction. I have excellent analytical, communication, and storytelling skills and thrive in collaborative environments.

Education

University of Washington | Seattle, WA

Bachelor of Science in Human Centered Design & Engineering | June 2020

- 3.93 GPA
- Recipient of Undergraduate Award for Academic Excellence

Skills

User Centered Design

- User Research
- Personas
- User Journey Maps
- Wireframing
- Prototyping
- Usability Testing
- A/B Testing

Design Software

- Photoshop
- Illustrator
- InDesign
- Premiere
- After Effects
- XD
- Figma
- Sketch
- Webflow

Programming & Data Analytics

- Tableau
- Intermediate Python & Java
- Intermediate HTML & CSS

Project Management

- Jira
- Airtable

Experience

CoMotion at University of Washington | Seattle, WA

Usability Specialist & UX Designer | October 2020 – Current

Conducting cognitive walk through, heuristic evaluation, and usability tests to evaluate the CoMotion website to propose design recommendations that will make the website more consistent, accessible, and modern.

Creating a design system of 20+ modular components to enable faster content management and ensure compliance with brand guidelines, accessibility, and consistency across the web experience.

Reorganizing the information architecture of an 130+ page website to enable faster content management and improve resource findability.

Fish Brewing Company | Olympia, WA

Visual Designer (Part-Time Freelance) | May 2021 – Current

Rebranding assets for beer and cider products including: packaging, can labels, sell sheets, and tap handle stickers.

University of Washington Marketing & Communications | Seattle, WA

UX Design & Research Intern | September 2019 - September 2020

Defined the goal, scope, timeline, and process for redesigning and launching the Visit and About pages on the University of Washington website to create a UX road map.

Created personas and user journey maps for redesigning the University's brand and innovation websites to transform them from link farms into intuitive and engaging web experiences.

Conducted usability studies on the University's brand website, and gave design recommendations that increased task success and directness rates by 20%.

iHeartRadio | New York City, NY

UX Design & Research Intern | June - August 2019

Improved new users' first impression of the company and understanding of the iHeartRadio app (validated by qualitative results from usability tests) by redesigning the company's lifecycle emails.

Reduced task completion time and increased heuristic evaluation score in the Web, IOS, and Android genre preference feature by redesigning the genre selector interface to be accessible, consistent, and adhering to the digital brand guidelines.

Designed, led, and facilitated working sessions with engineering, product, and marketing teams to formalize tone and voice guidelines for writing copy in iHeartRadio's digital products.

Designed a Halloween logo and worked with engineering teams to create a framework for developing more subtle and interactive themes in the future. The logo and themes were used in a week-long marketing campaign to offer a free trial of the premium app experience.

Luum | Seattle, WA

Graphic Design Intern | April – July 2017

Designed the sales presentation and promotional poster that provided an easy to understand description of the company's product.