

Iva Kirova

UX/UI Designer based in Berlin

UX/UI designer with a background in visual art, passionate about accessibility and inclusion. Skilled in juggling multiple projects and using creative problem solving to produce out-of-the-box solutions. Experienced in communicating complex ideas & processes in a concise & accessible manner.

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Experience

February 2021 — present / Freelance UX/UI Designer

- Conduct research, competitive analysis, heuristic evaluations and user interviews to draw an overall product strategy for new and existing products.
- Create compelling visual identities and extensive design languages.

July 2021 — September 2021 / Freelance UI/UX Designer at METAXU

- Pitched design ideas for new website launch (Web3) to better communicate to users the concept of tattoos as NFTs.
- Improved the onboarding for both blockchain enthusiasts and people new to the concept.
- Designed UI elements to differentiate NFT properties & introduce a compelling visual identity.

September — November 2018 & 2019 / Graphic Designer at DICE Festival Berlin

- Created exceptional social media visuals to highlight participating artists and event program increasing social media followers and engagement by 40%.

2014 — 2020 / Freelance Photo & Video Documentation of Art Projects

- Documented site-specific, temporary artworks through photography and videography to translate the immediate experience beyond the given time/space frame.

2016 — 2018 / Art-mediator at KW Institute for Contemporary Art Berlin

- Led guided tours around changing contemporary art exhibitions to engage visitors in one-on-one conversations and elicit a deeper understanding of the artworks, increasing the positive reviews of overall satisfaction by 10%.

2016 — 2018 / Event Manager at Art Spin Berlin

- Secured state funding for a bike-art tour by writing a successful funding & sponsorship proposals.
- Managed a team of five to prioritize individual and team efforts in meeting deadlines for a successful event with more than 10 artists, 5 art event spaces and 300+ participants.

Education

August 2020 — January 2021 / CareerFoundry UX Design Course

- Completed more than 40 hours a week of instruction and independent work to design a responsive web app.
- Applied User-Centred Design method working on the whole UX design process from User Research, Business Requirements, Usability Testing, Iterative Wireframing and Prototyping to Design Documentation.

2012 — 2014 / Master of Fine Arts “Public Art and New Artistic Strategies”, Bauhaus-Universität Weimar, Germany

- Developed over 10 site-specific art projects in multiple locations including Weimar, Leipzig, Mostar.
- Conducted extensive research on local socio-political context and came up with public projects to present to local audiences.

Skills & Tools

Creative Thinking
Problem Solving
User Research
Information Architecture
User Flows
Usability Testing
Design Language
Wireframing & Prototyping

Figma
Adobe XD
ProtoPie
Photoshop
InDesign
Illustrator