Polina Karasova

Product Designer

🖥 polinakarasova.com
🎏 polina98karasova@gmail.com
📍 Toronto, Canada

Experience

Digital Designer — Nowsite

April 2021 — Present

Designing web app, mobile app and social media posts for over 30,000 users. Running design process from wireframes to prototypes and user testing. Working with 10+ colleagues, including design and marketing managers and developers to create user-centred design in a limited timeline.

UX/UI Designer — LINK scooters sharing

November — December 2020

Designed a website and social media posts to help LINK stand out among competitors. Collaborated with project managers and designers, to improve usability and test UX.

Web Designer — Sidkey marketing agency

September — October 2020

Designed and developed a 12 page responsive website that increased number of customers. Worked with Sidkey's CEO to get feedback and finish the project in the tight deadline.

UX/UI Designer — Wordbook App

March 2020 — July 2020

Designed a phone app from scratch that got over a 1000 downloads without any promotion. Created several user flows and 150 mockups to showcase my design ideas and evaluate user experience. Cooperated with designer, developer and art director to successfully launch the app.

Education

Responsive Web Design — Free Code Camp

March 2020 — July 2020, Certificate

User Experience Design — Gorbunov Design School

August 2019 — June 2020, Certificate

Tourism — **Marketing and Product Development** — Georgian College

September 2016 — May 2018, Diploma, GPA: 89.05

Achievements

Puddleshaker design challenge 1st place

In October 2020 within 24 hours in a team of two we have developed a Brand Guide with a logo, typography, colour palette, iconography, guidelines and mission for the design community. The project was selected as the best one among 18 submissions.

Skills

UX/UI Design
Visual Design
Wireframing
Prototyping
User flows
User Research
Surveys
User Interviews
Responsive Web Design
HTML / CSS

Tools

Figma
Sketch
Adobe XD
Photoshop
Shopify
Webflow