

Nina Paramonov

UX | Product Designer

EXPERIENCE

User Experience Designer | Diff Agency

JUL 2021 - FEB 2024, MONTREAL, QC

- Shaped e-commerce experiences from conception to launch for prominent clients such as BDO U.S., BDO Canada, Giant Tiger, Party Expert, and other B2B and B2C companies, by aligning with business goals and user requirements.
- Developed design strategy and facilitated team brainstorming sessions for wireframe system creation, increasing efficiency and process scalability by 40%. In the long term, this system evolved into a Front End template for budgeted projects and became an essential development tool.

Product Designer | Three Ships

JAN 2021 - JUN 2021, TORONTO, ON

- Implemented an optimization process by validating business requirements data-driven research, business metrics and customer insights. Presented feature design solutions for a client's e-commerce site to enhance brand trust and leadership, resulting in a 50% improvement in the Q1 conversion rate.

Product Designer | Brizi Inc.

FEB 2020 - SEP 2020, TORONTO, ON

- Worked on the creation of an innovate interactive live stream experience for both mobile and SaaS products, improving overall user experience and interface based on product requirements.
- Crafted a style guide as part of the design strategy to improve Brizi's marketing and visual identity to enhance client engagement and revenue growth.

Sr. Interface Designer | Investing.com

OCT 2017 - SEP 2019

- Led a website design process of Allrates.com's following market evaluation and design process, completing the project 25% ahead of schedule.
- Established design consistency across a key portal category, specifically focusing on Cryptocurrency, through effective discovery process and a seamless implementation.

Interface Designer | Matrix

AUG 2013 - SEP 2017

- Transformed product vision, detailed design documentation, synthesized data, and wireframes into accessible visual design assets for websites, portals, apps, and SaaS dashboards for enterprise software products across multiple industries including government, health, education and banking services.
- Implemented detailed design into user interfaces for desktop and mobile platforms by gathering feedback and visually applying it in design projects. Managed multiple projects in a fast-paced environment of cross-functional departments (engineering, product management and data research), analyzed results and communicated insights for future cycle iterations.

EDUCATION

Baymard Institute | Diploma Candidate, UX Master Degree

MAY 2023 - PRESENT

BrainStation | Diploma Degree, User Experience Design

SEP 2020 - JAN 2021, TORONTO, ON

Holon Institute of Technology (HIT) | Bachelors in Design

OCT 2006 - JUL 2010

CONTACT DETAILS

Bonyynini@gmail.com

+1 (416)-500-9592

Ottawa, ON, Canada

LinkedIn:

www.linkedin.com/in/ninaparamonov

Online portfolio:

www.ninaparamonov.com

PROFILE

I leverage a design thinking approach and industry trends awareness in my design processes. My core competency is meticulous attention to detail, ownership and collaboration skills in developing innovative solutions and building relationships based on empathy. As an intuitive designer, I emphasize transparent communication and teamwork to increase efficiency in deadline-driven projects. I hold the firm belief that respectful and friendly dialogue along with constructive feedback are essential for inclusive digital products and fostering business-user relationships.

SKILLS

User Research (Qualitative And Quantitative), Personas, User Journey Mapping, User Case Studies, Workshops, Wireframes, User Testings, Sketches, Prototyping, User Flows, Strategic Roadmap, Information Architecture, Sitemaps, Documentation, Visual QA, Design System, UX Audit, UX Writing, Visual Design, Interaction Design, App Design, IOS, Typography, Animation, Information Visualization, HTML/CSS/JavaScript Structure, Agile Environment.

TOOLS

Figma, Sketch, Axure RP, Visio, Adobe Creative Suite, Adobe XD, After Effects, Zeplin, Jira, Slack, Microsoft Teams, Confluence, Data Analytics Tools, AI Tools.