Veronica K.
Senior Product Designer

SUMMARY

- Experienced in working with various technologies and tools, including data analytics and BI tools, data engineering, artificial intelligence and machine learning, and data visualization.
- Familiar with methodologies, principles, and paradigms of software development, such as Agile and Scrum.
- Skilled in problem-solving through research and creative idea generation.
- Experienced in full software development lifecycle (SDLC) and project delivery.
- Strong knowledge of design patterns and best practices in software engineering.
- Excellent collaboration and communication skills, demonstrated through successful project collaborations and team leadership.

Throughout their career, the engineer has worked on various projects, including marketing design for an e-commerce platform, design lead for a document management project, concept design for an augmented reality platform, and freelance graphic design work. They have contributed to the development of fresh brand identities, website revamps, and the creation of template builders. They have also collaborated with cross-functional teams and stakeholders to deliver successful projects.

Overall, the engineer's technical skills, extensive experience, and achievements make them a standout candidate for software engineering positions.

TECHNICAL SKILLS

Main Technical Skills	Ant Design, 3D Modelling, UI/UX
UI Frameworks, Libraries, and Browsers	Ant Design
.NET Platform	Identity Server
JavaScript Frameworks	Lodash
UI/UX/Wireframing	3D Modelling, Adobe Creative Suite, Style guides, UI/UX, Wireframing
Methodologies, Paradigms and Patterns	OOD
Soft Skills	Research Skills, Self-Awareness

QA, Test Automation, Security	Usability tests
Other Technical Skills	Illustration and icons

WORK EXPERIENCE

Senior Marketing Designer, No-code eCommerce Builder Platform

Duration: Aug 2022 - Oct 2023
Summary:

- Oversaw marketing design and provided consultation for Popup, a no-code eCommerce builder platform
- Collaborated with the product team to enhance the product's visual aspects and developed a fresh brand identity
- Revamped the website structure and updated all marketing resources
- Created a Template Builder for eCommerce Websites, conducting research that formed the basis for a library of different blocks

Responsibilities: Oversee marketing design and provide consultation, collaborate with the product team, develop brand identity, revamp website structure, update marketing resources, create Template Builder
Technologies: No-code eCommerce builder platform

Marketing Design Lead, pdfFiller

Duration: Nov 2020 - Sept 2022
Summary:

- Worked as a design lead on the pdfFiller project at airSlate
- Conducted reviews and distributed resources within the design team
- Created new landing pages and redesigned old ones based on KPI metrics, use case analysis, and user testing
- Created advertising campaigns, banner ads, and emails

Responsibilities: Lead design team, distribute resources, create landing pages, redesign pages, create advertising campaigns
Technologies: pdfFiller, KPI metrics, use case analysis

Concept Designer, AR Lenses

Duration: Nov 2017 - Nov 2020
Summary:

- Created AR lenses using internal software at Snap Inc
- Collaborated with development, VFX, 3D, and analytics teams to ensure proper implementation of the product
- Contributed to the overall growth of the platform and product

Responsibilities: Create AR lenses, collaborate with development and design teams, contribute to platform growth
Technologies: AR lenses, internal software

Graphic Designer, Graphic Design

Duration: 2013 - 2016
Summary:

- Offered a range of design services as a freelance graphic designer
- Services included illustration, brand identity, icons, editorials, interface graphics, print advertisements, and more

Responsibilities: Provide design services, create illustrations, design brand identities, create interface graphics
Technologies: Illustration, brand identity design, interface graphics