

Hiring software engineer as easy as calling a taxi.

# Veronica K.

## 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.

### SKILLS

<b>Main Technical Skills</b>	Ant Design, 3D Modelling, UI/UX
<b>.NET Platform</b>	Identity Server
<b>JavaScript Frameworks and Libraries</b>	Lodash
<b>UI/UX/Wireframing</b>	Adobe Creative Suite, Style guides, Wireframing
<b>Methodologies, Paradigms and Patterns</b>	OOD
<b>Soft Skills</b>	Research Skills, Self-Awareness
<b>QA, Test Automation, Security</b>	Usability tests
<b>Other Technical Skills</b>	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

