Julia Sobianina
UX/ UI Designer

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ABOUT ME:

Hey, I'm Julia, an international UX/UI product designer based in London with a passion for design, detail orientation, and problem solving.I love traveling the most in my life, and I think this is the best way to spend your money for the experience you can get.

The same way I think about the designs is that any user is willing to give their time or money for a spectacular experience through any product.

I am a great leader and always have my opinion on different aspects of a product, with the experience of my own startup, participation in hackathons, and strong ability for problem-solving.

I would love to be a part of this great team, and I strongly believe that I will be a great fit for any company I will be in with all of my various experiences and ability to make people feel comfortable around me.

TOOLS / SKILLS:

Figma Sketch InVision Hype 4

Jira Confluence Photoshop

Illustrator Miro Design Systems

Prototyping Notion Animation

Wireframing Agile Methodologies

Research User Flows

EDUCATION:

Graphic Design - Kyiv s 2014 - 2018 - Diploma
College of Boris Grinchenko

UX/UI Design - Kyiv October 2017 - January 2018
Kyiv Academy of Media Arts

Project Management - London June 2017 - October 2017
Southgate College

WORK EXAMPLES:

My past work examples / portfolio can be found
on my website

Julia.Sobianina.com

Pls, contact me to get the password for my cases :)

EXPERIENCE:

UIC Digital - UX/UI Designer
Apr 2023 - Dec 2023
Contractor

Integral role in end-to-end UX/UI design for a global broadcast BBC

- **Design System Expertise:** Developed app version on design system, ensuring web-app consistency. implemented user-friendly dark mode for enhanced visuals.
- **Strategic Competitor Analysis:** Conducted deep competitor analysis, proposing innovative features to surpass user expectations.
- **Complex Navigation UX:** Led UX flows and IA development,   addressing complex navigation. Collaborated closely with developers for precision in documentation.
- **Stakeholder Management:** Facilitated effective stakeholder communication, ensuring active participation and project alignment.

PwC - UX Designer
Jul 2022 - May 2023
Contractor

UX design role for the complex Deals Transformation application

- **Lo-Fi Mockup Design:** Created sketches with early ideas with the user persona defining based on the research.
- **Design Testing:** On the early stage designs, tested them with the guerilla testing methodology and get amends for the further UX
- **Team Collaborating:** Worked with a cross-functional team, from the researcher to the QA. Make sure that all designs are aligned with the development.
- **Visual Design and Animation:** Closely worked with a UI designers, and make myself UI based on the design system been created along with the animated features ogf the app.

CaseCTRL - UX/UI Designer
Jul 2022 - May 2023
Part - time

Integral role in end-to-end UX/UI design for a small team in a Digital Health team

- **Complex System design:** I have been creating designs for a complex multi - detailed software for the Surgery appointments.
- **UX Defining:** Created a UX from the high - level ideas with no clear brief but with the strong understanding of the user needs.
- **Team Collaborating:** Created designs from the quick figma sketches to the dev ready UI and prototypes with the weekly founders calls

Upside Health - UX/UI Designer
Sep 2021 - Sep 2022
Part - time

Integral role in end-to-end UX/UI design for a small team in a Digital Health team

- **Design System Creation:** I have been creating the whole design system from scratch with reusable components and atoms inside the components following the branding guidelines, for more efficient housekeeping.
- **Team collaborating:** I have been defining user requirements with a Digital Product team and Product Managers.
- **Design Ideas Flow:** Been illustrating design ideas with user flows, storyboards and sitemaps.

Wavery - Founder / Designer
Mar 2020 - Sep 2020
Full - time

Integral role in end-to-end UX/UI design for a small team in a Digital Health team

- **Product Ownership:** I had the experience of creating my own startup during the COVID, participating in various hackathons with it, and taking the leading places in the competition.
- **Team Leading:** Created and took leadership of the team of developers, designers, and videomakers. I created a strategy and pitched my product to potential investors.
- **Strategy/design creation:** created all design strategy, UX and mock ups for the early MVP of our product.

InRecovery - Product Designer
Sep 2019 - Sep 2021
Full - time

Integral role in end-to-end UX/UI design for a small team in a Digital Health team

- **A/B testing:** Managed A/B testing to identify gaps in user experience and design in the early stages, with the further improving.
- **Client collaboration:** had a presentation and weekly calls one by one with a key stakeholders to deliver the most effective design with no further need to revisit them.
- **Design Elements:** been designing unique UI templates and components to align with a brand style.