

# INNA POSOKHOVA

## UI/UX Designer

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[LinkedIn](#) | [Portfolio](#)

## Objective

To apply my expertise in UI/UX design and create user-centered, innovative digital experiences that solve real-world problems while contributing to the success of forward-thinking organizations.

## Summary

A UI/UX Designer with a 95% GPA and expertise in creating responsive, user-centered designs using tools like Figma and Adobe XD. Proficient in prototyping, user research and usability testing, with hands-on experience through Modo Carsharing and freelancing UX/UI projects.

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## Education

**British Columbia Institute of Technology (BCIT)**, Vancouver BC

Diploma in New Media Design & Web Development (*with honors, GPA 95%*)

Related coursework: UI/UX Strategy 1 & 2, Web Design & Interaction, Information Architecture, Web Technologies, Web Services and File Management, App Development Strategy 1 & 2, Online Store, Graphic Design for New Media, Storytelling for New Media, Photoshop for New Media, Illustration for New Media, Portfolio 1 & 2, Law and New Media, and many more.

**Fanshawe College**, London ON

September 2016 - August 2018

Diploma in Logistics & Supply Chain Management

## Professional Experience

UI/UX Design Intern

*Modo Carsharing*

September 2024 – November 2024

- Contributed to developing and documenting the Modo App design system, ensuring consistency and usability. Including maintaining master components, typography, colors, and spacing in Figma.
- Collaborated with designers and developers to implement the system and enhance visual coherence.
- Designed prototypes and user flows for new app features, including an improved payment system.
- Worked closely with designers and developers to ensure consistent implementation.
- Contributed to solving usability and visual coherence challenges.
- Enhanced my UI design skills by using Figma to build responsive designs. Applied design principles and design thinking to user stories and received regular mentorship, feedback, and access to design tools.
- Gained proficiency in Agile by actively collaborating within an Agile team, participating in stand-ups and retrospectives, and using Agile tools like user stories, task ticketing, and KanBan boards.
- Redesigned the payment system, improving user satisfaction by streamlining the process, which was successfully tested with stakeholders.

Graphic Designer & Media Production Intern

*SAP*

August 2024 – September 2024

- Designed animated and static posters for SAP's Sustainability Fair to promote event awareness.
- Developed a brochure for the Sustainability Fair to be distributed to attendees, enhancing the event's visual communication.
- Attended a volunteering event at Stanley Park, filmed a video highlighting the initiative.
- Supported video and digital asset production for internal campaigns and events, enhancing company communications through engaging media.
- Created diverse media content including infographics, presentations, graphics, videos. Assisted colleagues in the creation of various digital assets, ensuring high-quality visual storytelling.

## Freelance UX/UI & Graphic Designer

*Self-Employed*

January 2019 – Present

- Designed (and redesigned) user-friendly interfaces for small business websites, focusing on accessibility and responsiveness, leading to the increase in client engagement.
- Conducted user research and usability testing to validate design decisions, ensuring functional and aesthetically pleasing outcomes.
- Helped small businesses conduct and analyze user testing (both moderated and unmoderated) to gather actionable insights. Turned testing results into hypotheses that guided design improvements, leading to enhanced usability and product performance.
- Worked on various projects in UI/UX & Graphic Design utilizing such tools as: Figma, Adobe XD, Adobe Photoshop, Adobe Illustrator, Adobe Lightroom, Adobe InDesign, Adobe Premiere Pro, Adobe After Effects and more.
- Created engaging multimedia content including photography, videos, post-production, and graphics for various clients.
- Managed multiple projects at once, ensuring timely delivery and adherence to client specifications.
- Collaborated with clients to understand their vision and translate it into compelling visual content.

## Technical Support Supervisor (Operations Department)

*UB Media Inc.*

March 2021 – April 2023

- Coordinated and monitored the installation, repair, troubleshooting of the digital screens in residential condos in Canada & USA, supervising the work of the technicians.
- Managed client relations and project scheduling, ensuring smooth operations and high client satisfaction, completed client onboarding process.
- Coordinated with various departments to facilitate project completion within deadlines.
- Leveraged graphic design and photo editing skills to support marketing and promotional activities.

# Skills and Accomplishments

## Technical Skills

- UI/UX Design Tools: Figma, Adobe XD, Sketch
- Usability & user testing, lean UX approach
- Prototyping, wireframing, creating user flows & sitemaps
- User research & documentation
- Content Production: Photography, Filming, Editing, Post-Production
- Graphic Design: Adobe Creative Suite (Photoshop, Illustrator, After Effects and more)
- Web Development: HTML, CSS, JavaScript, Wordpress, Shopify, Wix, Framer, Webflow
- Project Management: Agile & Waterfall Methodologies, Time Management
- Animation: 2D and 3D Animation

## Soft Skills

- Creative Problem Solving
- Strong communication skills
- Understanding design and aesthetic principles
- Team Collaboration
- Information Architecture
- Storytelling

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## Projects

### Modo Carsharing App (September 2024 – November 2024)

- Contributed to the development and documentation of the design system for the Modo App during my UX/UI Design internship.
- Collaborated with designers and developers to ensure visual consistency and usability across platforms.
- Designed prototypes and user flows for new features, including an enhanced payment system, improving the overall user experience.

### Freelance Projects

- Worked on various UX/UI design projects before, during, and after BCIT, helping clients increase user engagement and sales by creating intuitive and visually compelling interfaces.

- Delivered tailored design solutions, addressing clients' unique business goals and user needs.
- Used tools like Figma, Adobe XD, and Adobe Illustrator to design wireframes, mockups, and prototypes, focusing on improving functionality and user satisfaction.

### **BCIT Projects**

- Worked on multiple design and development projects during the BCIT New Media Design & Web Development program, honing skills in UI/UX design, graphic design, and web development.

### **Portfolio Website**

- Designed and developed a personal portfolio website, [ikdesigns.ca](http://ikdesigns.ca), showcasing a comprehensive range of projects and design work.

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## **References**

I always do my best to deliver results and am extremely hardworking, because I love what I do. Therefore, I have a lot of references (available upon request), including my colleagues and managers from all the work history listed here, professors from BCIT, clients from freelance projects.