

NADIA EROKHIN

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<https://nidea.info>

[Online portfolio link >>](#)

My goal is to make complex interfaces manageable. I create engaging experiences that convey narrative and offer clear calls to action. As a UX designer, I drive features and UI from concept to production. I wireframe layouts, design user flows, and visual design.

Professional Skills

- Information Architecture
- Progressive Web Apps
- Graphic design
- Experience in software, mobile, and web interfaces
- Usability improvement
- Red routes analysis and optimization
- Visual Thinking
- Users' research

Tech Skills

- Adobe CS: InDesign, Photoshop, Illustrator, Animate, Premiere, AfterEffect, XD, Dreamweaver
- Wordpress/Elementor, Drupal, Joomla
- HTML5/CSS3
- Digital Analytics Tools
- Git

Jobs

UI DESIGNER

@IndusrtaiLAX

2015 – 2017, San Diego, California

As employee of Resource Group

- Designed UI, including screen layouts, graphics, photo and video assets
- Designed web-sites, logos, brand attributes

<http://pandeycapitals.com> | <http://helpmerentacar.com> | <https://myprozero.com>

UI/UX DESIGNER

@Resource Group

2011 – 2017, Tomsk, Russia

- Led user research, created use cases,
- Defined “red routes”, designed interface sketches
- Designed UI, including screen layouts, graphics, photo and video assets
- Designed graphic assets (including buttons, headers, screen layouts)
- Made photo and video documentation

MAIN PROJECTS:

- **NSO Pipeline Monitoring and Reporting**, Mobile app and web based front-end of the monitoring system
- **Intracorp CRM Redesign, web-based, and mobile application** CRM for the nation's leading semi-fabricated food manufacturer
- **FTDIA / Forest maintenance and Tree Defect identification app** Mobile app and web based front-end of the monitoring system

ADVERTISING MANAGER

2008 – 2014, Tomsk, Russia

@Resource Group

- Led the iterative design process to meet clients' criteria for quality design
- Facilitated the team collaborative process
- Presented the final design and control the documentation
- Co-ordinated production for print and electronic materials

WEB DESIGNER

2005-2010 Tomsk, Russia

@Resource Group

- Designed web-sites, logos, brand attributes
- Designed banners, advertisements, editorials
- Presented the final design and control the documentation
- Coordinated production for print and electronic materials

Education

Master of Accounting and Audit, TOMSK STATE UNIVERSITY, Russia

2003, Tomsk, Russia

Certificates

Videomaking | 2015, Tomsk, Russia | School of Journalism

Digital Marketing | 2015, Moscow, Russia | Marketing Institute of Dublin

Cognitive psychology in HCI | 2014, Moscow, Russia | Marketing Institute of Dublin

Travel Photography | 2009, Tomsk, Russia | School of Photography

Photostory Creation | 2009, India, Nepal | Art-Travel School of Journalism

Interests

Cognitive Psychology. I believe that people love to learn when this is fun. So, I'm constantly looking for clues that make people enjoy new things

Storytelling. I designed workshop for training people to write their own stories that engage their auditory through emotions and moment of connection

Video-making. I designed and led workshops for recording personal intro videos for people selling their services online

Event organizing. I enjoyed planning and organizing corporate events with unusual scenarios to create engaging collaboration context