YANA ALPERT

USER EXPERIENCE DESIGNER

Atlanta, GA

MAIN OBJECTIVE

I'm a UX designer driven by an unwavering passion for research and problem-solving. I am dedicated to making a tangible impact on people's lives by transforming user experiences and driving positive change through innovative solutions.

SKILLS

- User Experience
- User Research
- Product Design
- Generative AI
- IT Accessibility
- User Interface Design
- Interaction Design
- Design Sprints
- Design Thinking
- Design Systems
- Agile Foundations
- Principles of Design
- Style Guides
- Web Analytics
- SEO
- Prompt Engineering
- Collaboration
- Digital Marketing

CORE COMPETENCIES

- Skilled in solving high-complexity problems using user-centered design principles and methodologies.
- Efficient in multitasking.
- Specializing in research.
- Have a strong foundation for visual design and prototyping with a complete understanding of UX principles.

CONTACT DETAILS

yanaalpert.ux@gmail.com
www.yanaalpert.com
www.linkedin.com/in/yana-alpert/
Atlanta, GA

TOOLS

- Sketch
- inVision Studio
- MailChimp
- Figma
- Adobe XD/Photoshop
- ChatGPT
- Miro
- HTML/CSS
- Word/Excel
- WordPress
- Basecamp/Zendesk
- Google Analytics
- Dashthis/Semrush
- Canva

PROFESSIONAL EXPERIENCE

November 2020 - June 2023 / Country Fried Creative / Peachtree City, GA
As a Digital Experience Specialist at CFC, I was involved in every step of the customer's journey, from the initial discovery phase to day-to-day website updates.

My role in the project was:
- Marketing research of competition. Gathering requirements and identifying product and business goals. Working with clients on ideas, implementation, and priorities.
- Outlining main features and key screens, creating user journey flows and IA.
- Collaborating on creating wireframes, Low-Fidelity, High-Fidelity prototypes, and building the product.
- Testing and maintaining sites for additional improvements.

My typical day-to-day activities were:
- Addressing requests for content and changes in functionality of our WordPress-based projects.
- Managing staging and go-live activities for technical projects.
- Marketing and SEO needs for the projects using Mailchimp and Google Analytics.

EDUCATION

GENERAL ASSEMBLY EDUCATIONAL INSTITUTION

UX Designer Immersive | February - May 2020

10-week, 500+ hour User Experience Design program focused on hands-on approach practice with user-centered design methods, design thinking skills, team collaboration, and client relations. Portfolio development of individually and collaboratively focused projects, including:
- commercial website design for Sugar&Boo company;
- mobile app design for the Piedmont Park Conservancy;
- website redesign for OneSpring UX agency.

NATIONAL UNIVERSITY OF ECONOMICS, UKRAINE

Bachelor's degree | Information Technology, BS/Specialist
2007-2010

COMPUTER COLLEGE, UKRAINE

Associate degree | Information Technology, AS
2003-2007