

Victoria Popova | UX Designer

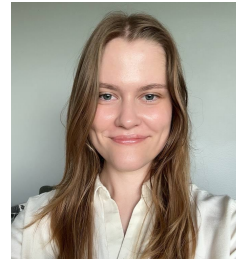
I am a UX designer with a strong background in IT, focusing on improving and creating user-friendly experiences through a human-centric approach. I find empathy in design important.

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Experience

Ericsson \ UX designer

Mar 2023 - Jan 2024 · Stockholm, Sweden

- Conducted extensive research on the transformative impact of generative AI within designers' workflows in organisations.
- Facilitated several workshops with a team of 10 designers, employing a Research-through-Design (RtD) approach.
- Envisioned and provided near-future applications of generative AI within organisations, presented in the form of design fiction, evoking forward-thinking discussions.

YABS \ UX designer

Jan 2021 - Jun 2021 · Stockholm, Sweden

- Created UX and UI deliverables, aligning them with stakeholder requirements and ensuring their needs were met.
- Collaborated with cross-functional teams, particularly developers and managers.
- Conceptualised and created workflows, wireframes and style documents, all based on UX goals leading to a more seamless and user-friendly experience.

Freelance \ Web developer & designer

2020 · Stockholm, Sweden \ Remote

Worked on different projects with objectives such as:

- Elevated client's brand identity by ensuring consistency, resonance and a memorable visual presence across several touchpoints.
- Improved the front-end styling, integrating the refreshed brand identity to keep an engaging and cohesive user experience.
- Designed and implemented solutions to optimise the website's accessibility, adhering to WCAG 2.1 (Level AA) standards.

Education

KTH Royal Institute of Technology \ Msc in Interactive Media Technology

2021 - 2024 · Stockholm, Sweden

Thesis topic: *Co-creating Futures for Integrating Generative AI into the Designers' Workflow*

Stockholm University \ BSc in Computer Science

2017 - 2020 · Stockholm, Sweden

Nanyang Technological University \ Exchange studies

2019 · Singapore

Research

Publication

2023 · Stockholm, Sweden

Co-author for "*The Green Notebook - A Co-Creativity Partner for Facilitating Sustainability Reflection*", <https://doi.org/10.1145/3573381.3596465>

Skills

Design

Prototyping
Usability Testing
User Research
Storyboarding
Workshops
Wireframing
User journeys

Tools

Figma
Sketch
Miro
Notion
Photoshop
XD
After effects

Programming

HTML 5 & CSS
JavaScript
React
Python
SQL

Languages

Swedish
English
Russian

Other skills

Requirement elicitation
Project management
Business Intelligence
SPSS
Excel
Unity & Blender