# YULIA VINEMAN

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## UX / PRODUCT DESIGNER

**User Experience (UX) Designer** with a strong foundation in **UX/UI design**, **tooling**, and **user research**. Experienced in designing scalable digital solutions using **Figma** (or other platforms), conducting **quantitative and qualitative research** using available digital tools, studying user behavior, and working cross-functionally in an **Agile team setting**. Skilled in Adobe InDesign, Illustrator, Photoshop, and Dreamweaver, with a strong foundation in organization, accuracy, and workflow management. Known for reliability, meticulous execution, and the ability to manage multiple projects under tight deadlines.

## EDUCATION

**B.S. in User Experience** | Milwaukee School of Engineering | Graduated with Honors | December 2025
**A.A.S. in Business Management** | Milwaukee Area Technical College | Provost's List 2019 | December 2020

## UX AND VISUAL DESIGN PROFESSIONAL EXPERIENCE

**UX Design & SEO Consultant – Volunteer | Youth Support Non-Profit Organization | Fall 2025 – Present**
- Redesigning the organization's website with a focus on **accessibility**, **mobile responsiveness**, and **user**
- **engagement** - current recommendations are under stakeholder review.
- Conducting ongoing SEO analysis to improve content visibility and search ranking.
- Using **Figma** to prototype UI enhancements and streamline navigation based on audience needs.
- Continuously refining design and SEO strategies as new user behavior insights and keyword trends emerge.
- Collaborating with leadership to align digital presence with the organization's mission and community impact.

## USER EXPERIENCE (UX) AND VISUAL DESIGN PROJECTS

**Project Manager | Interactive Guide for Discovery World Guests | Capstone Project | Team of 4 |Fall 2024**
- Managed a 4-person team using an **agile framework** to develop an interactive family guide for Discovery World
- visitors, tailored by interest, children's age, and visit duration.
- Applied **UX design principles** throughout the research, ideation, and prototyping stages, focusing on accessibility
- and journey personalization.
- Led sprint planning and team coordination while ensuring alignment with stakeholder expectations.
- Designed and prototyped the interface in **Figma** and created a final presentation and poster to communicate the
- design process and outcomes to stakeholders.
- Prioritized feature completion and design clarity due to limited timeline, delivering a polished MVP

## TECHNICAL SKILLS AND TOOLING

**UX & UI Design:** Wireframing, Prototyping, Design Systems, Accessibility, Information Architecture
**Tooling:** Figma, Adobe Creative Cloud, FigJam, Miro, Wix, and WordPress
**Research:** Usability Testing, Interviewing, Surveys, Journey Mapping, Quantitative Analysis
**Marketing:** SEO/SERP analysis, Google Ads, Google Analytics, Google Search Console, Tag Manager
**Agile Collaboration:** Sprint Planning, Cross-functional Communication
**Communication:** Strong presentation skills, stakeholder engagement
**Design Thinking:** Ideation, MVP definition, evidence-based iterations
**Front End Coding:** HTML, CSS, JavaScript