

VALENTINA ABANINA

401, 788 Jervis Street
Vancouver, BC V6E 0B5
604 716 7766

valabanina@gmail.com
www.vabanina.com
www.linkedin.com/in/valentina-abanina

PROFESSIONAL SUMMARY

UX/UI design | UX Research | Graphic Design | Digital Publishing | Photography

- Professional with 17 years of experience in the education, culture, and art industry
- Web and Mobile app designer with a deep understanding of user-centered design principles and methods
- Accomplished team member with hands-on experience in multiple Agile projects
- Researcher with expertise in data analysis and interpretation techniques
- A persuasive presenter with a demonstrated history of effectively pitching ideas and MVPs to stakeholders

TECHNICAL SKILLS

Design: Figma - Illustrator – InDesign - Photoshop CC – Lightroom – After Effects - Premiere Pro – SketchUp

UX Research tools: Survey Monkey – kardSort

Online whiteboards: Miro – Lucidchart

Programming: PHP – HTML – CSS – JavaScript – Bootstrap – Bulma

Website builders: WordPress – Elementor Pro - Webflow

Project Management frameworks: Agile – Scrum – Kanban

Project Management tools: Asana – Trello - Jira

PROFESSIONAL EXPERIENCE

Instructional Assistant

Langara College – Vancouver, BC

Jun. 2023 – present

- Assisted students in Advanced UX, Graphic Design, and Typography courses by providing feedback on students' work, clarifying educational material, and addressing questions
- Created supportive lecture materials and provided resources, that enhanced students' learning experience
- Actively participated in school activities and events, promoting an engaging learning environment

UX Designer/WordPress Developer

Yarko Development – Vancouver, BC

Dec. 2022 – present

Key Projects:

Website for “Canadian Alliance Inc.”

Website for “Goldbeck Recruiting”

Website for “GeoEnviro Training Professionals Inc.”

- Conducted UX research and created personas, user stories, and user flow, which helped to define features and the target audience
- Designed wireframes, mockups, prototypes, and communicated my design decisions to the leadership team and stakeholders
- Conducted user testing and revised design, resulting in the fulfillment of the usability goals
- Developed multiple B2B and B2C websites using **Elementor Pro** and add-ons: **Ele Custom Skin Pro**, **Advanced Custom Fields PRO**, and **AnyWhere Elementor Pro**, which received high recognition from industry experts and users
- Optimized website speed and performance, resulting in increased website traffic and higher conversion rates

UX/UI Designer

Jan. 2023 – Oct. 2023

DevRadius – Vancouver, BC

Key Projects:

Website for “Emory Investment Management”

Crowdfunding software “Thrinacia Sedra”

Mobile application with AI assistant “Propera AI”

- Re-designed website for Emory Investment Management (Atlanta, US), which increased online activity and the number of applicants at Emory University
- Created a user-friendly design for a crowdfunding web component utilizing the **Bulma framework**, leading to a considerable increase in successful campaign launches and a significant improvement in user engagement
- Designed mockups for the MVP of **SaaS products** that helped garner investor interest, resulting in increased funding for product development
- Created effective brand identity (logos, imagery, iconography) and marketing materials (promotional videos, logo animations, banners), which helped to build brand awareness and convey to customers business values

Photographer Supervisor

2018 – 2021

Artona Group Inc. – Vancouver, BC

- Delivered photography and photo editing services, utilizing **Adobe Creative Suite** (Photoshop CC, Lightroom)
- Trained 35 new staff in composition, posing, camera settings, and studio lighting by conducting hands-on training which resulted in photo quality improvement and enhanced customer satisfaction
- Submitted daily reports to managers that highlighted advancements, technical challenges, and potential improvements, resulting in increased workflow efficiency

Quality Management Specialist

2009 – 2017

Belarusian State University of Culture and Arts – Minsk, Belarus

- Assessed consumer satisfaction with the educational services of the Belarusian State University of Culture and Arts (BSUCA) through yearly surveys and interviews with over 1000 students and academic staff, ensuring efficient and continuous improvement in the quality of education
- Participated in internal and external audits of QMS of BSUCA, which allowed to identify the deficiencies and provide detailed recommendations for improvement
- Developed quality management standards in accordance with ISO 9001 improving the efficiency of the organization’s processes

EDUCATION

Langara College, Vancouver, BC

2021 - 2023

Web and Mobile App Design and Development, Post Degree Diploma

Belarusian State University of Culture and Arts, Minsk, Belarus

2011

Master of Fine Arts

Republican Institute of Higher Education, Minsk, Belarus

2012

Business Administration Certificate

Belarusian State University of Culture and Arts, Minsk, Belarus

2004

Bachelor of Fine Arts