

# ANGELA PRODANOVA | Product Designer

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Innovative Product Designer with over two years of specialized experience in delivering user-centric and data-driven solutions for diverse online platforms. My core competencies include UX analysis and optimization, strategic collaboration, conversion-driven design, and mixed methods research.

## SKILLS

**Technical Skills** | UI/UX Design, User Research, Visual Design, Storyboarding, Wireframing, Prototyping, Usability Testing, Information Architecture, User Flows, Journey Maps, Site Mapping, Heuristic Evaluation, Competitive Analysis, Iterative Design, WordPress Design.

**Software & Design Tools** | Figma, Sketch, Adobe Creative Suite (Photoshop, Illustrator), WordPress, Google Analytics; basic HTML, CSS, JavaScript.

**Soft Skills** | Collaboration, Communication, User Advocacy, Flexibility, Empathy, Problem Solving.

## PROFESSIONAL EXPERIENCE

**UX Designer** | [Attane](#) | Marketing Agency Specializing in Senior Living | *June 2022 - August 2023*

- Led end-to-end UX design for various clients, creating wireframes, prototypes, and products, resulting in a 35% increase in client product usability and a 25% reduction in user-reported issues.
- Collaborated with teams to align design with business goals, improving project efficiency by 30%.
- Created a unique landing page template library, increasing client conversion rates by 271%.
- Advocated for & implemented accessibility standards in design, enhancing usability.
- Enhanced clients' value propositions by 50% through strategic UX research and IA optimization.

**UX & Web Optimization Specialist** | J Amado Photography | Denver, CO | *October 2020 – August 2022*

- Tailored website content and design to feedback-based user preferences, resulting in a 50% increase in user interaction and a 25% growth in online traffic.
- Implemented usability enhancements based on heat mapping insights, increasing user engagement.
- Managed client interviews and surveys to understand their unique needs, directly shaping a more engaging and relevant online brand presence.

**Product Designer** | Student Projects | [Littleton Jewelry](#), [McBride Sisters](#), [Onespring](#) | *Feb - April 2022*

- Collaborated with key stakeholders to define web requirements, leading to the development of user-centric design solutions that increased user engagement by 35%.
- Conducted extensive UX research to improve customer experience for searching and discovering products, prioritizing content visibility through improving IA and heuristics.
- Utilized Figma to create wireframes and prototypes, enhancing UI consistency.

## EDUCATION

**User Experience Design Immersive** | General Assembly | Remote | *January - April 2022*

**Master of Arts, English Philology** | Precarpathian V. Stefanyk University | Ukraine | *2011*