

Alena Sergeenko

UX UI DESIGNER

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Work Experience

Product Designer

August 2022 - Present

Intermark Global | An international real estate consultant

- Spearheaded the redesign of the company's property listing website, resulting in a 30% increase in user engagement and a 25% rise in conversion rates within the first six months.
- Implemented A/B testing strategies for property listing layouts, resulting in a 15% improvement in click-through rates and a 20% decrease in bounce rates.
- Conducted user research and usability testing to optimize the property search interface, leading to a 25% reduction in search time and a 30% increase in user satisfaction scores.
- Collaborated with marketing team to develop and implement targeted email campaigns, resulting in a 20% increase in property inquiries and a 15% increase in property viewings year-over-year.

UX UI designer

September 2023 - January 2024

Abio Power | Renewable energy projects development

- Successfully redesigned the company's customer portal, resulting in a 40% increase in user satisfaction scores and a 25% decrease in customer support inquiries within the first three months.
- Led the development of a mobile application for energy consumption tracking, which led to a 30% increase in app downloads and a 20% increase in daily active users within the first month post-launch.
- Implemented usability improvements to the billing system interface, resulting in a 20% reduction in payment errors and a 15% increase in on-time payments.
- Conducted extensive user research and analysis to identify pain points in the energy consumption reporting process, leading to a 35% reduction in average task completion time and a 25% increase in data accuracy.

Freelance

December 2020 - Present

- Successfully redesigned the factory's webpage, resulting in a 50% increase in user engagement and a 40% decrease in bounce rates within the first month post-launch.
- Developed a landing page for hiking tours, which led to a 60% increase in tour bookings and a 45% increase in website traffic within the first three months.
- Conducted branding analysis and development for a café, resulting in a 30% increase in customer footfall and a 25% increase in social media engagement within the first quarter.
- Created branding assets for a hotel, leading to a 40% increase in online reservations and a 35% improvement in customer satisfaction ratings.
- Implemented user-centered design principles for all projects, resulting in an average customer satisfaction rating of 4.8 out of 5 stars and a 95% client retention rate.

Education

Bachelor of Design

2019 - 2023

RSUH, Russia

Completed the program with outstanding grades, averaging 4.8 out of 5.0. Developed and successfully defended a diploma project recognized for its innovative approach. Won awards for design projects and competitions. Completed internship at a leading design studio, gaining valuable experience in UX/UI design.

Bachelor of Hospitality management

2021-2024

CCCU, Cyprus

Graduated with high honors, averaging 4.5 out of 5.0. Organized and executed successful projects and events in hospitality and tourism, receiving commendations from clients and management. Gained experience in hotel operations, guest relations, and customer service, enriching professional expertise in the industry.

Expertise

UI/UX

Wireframes

Photoshop

CJM

Visual Design

Illustrator

Interactive Prototypes

JTBD