

**Nina Paramonov**

# Experience Designer

## EXPERIENCE

### Experience Designer | Diff Agency

JUL 2021 - PRESENT, MONTREAL, QC

- Shaped eCommerce experiences for prominent clients such as BDO (U.S. and Canada), Giant Tiger, gorjana, Party Expert, and others, through the entire process from research and ideation to delivery.
- Built and led the Wireframe Design System for the Experience team, which later evolved into an adopted template and integral part of the engineering toolkit.

### Product Designer | Three Ships

JAN 2020 - JUN 2020, TORONTO, ON

- Provided consultation for a freelance project focused on a client's e-commerce site. Conducted analysis for optimization and updates to key features, with the goal of establishing user trust and reinforcing brand leadership.

### Product Designer | Brizi Inc.

FEB 2020 - SEP 2020, TORONTO, ON

- Worked on creation of an innovative interactive live stream experience for both mobile app and SaaS product.
- Redesigned Brizi's visual identity by crafting a suite of branded assets for product promotions and marketing campaigns.

### Sr. Interface Designer | Investing.com

OCT 2017 - SEP 2019

- Led the interface creation for the Allrates.com project, overseeing the entire process from inception to the final product, ensuring seamless integration across all resolutions.
- Adapted a key portal category, specifically focusing on Cryptocurrency, to establish consistency across all product platforms.

### Interface Designer | Matrix

AUG 2013 - SEP 2017

- Transformed concepts, wireframes, and UX documentation into accessible user interfaces for websites, portals, apps, and SaaS products for diverse clients across various industries, including government, health, education, security, and banking services.

## EDUCATION

### Baymard Institute | Diploma Candidate, UX Master Degree

MAY 2023 - PRESENT

### BrainStation | Diploma Degree, User Experience Design

SEP 2020 - JAN 2021, TORONTO, ON

### Holon Institute of Technology (HIT) | Bachelors in Design

OCT 2006 - JUL 2010, HOLON, IL

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## Portfolio:

[www.ninaparamonov.com](http://www.ninaparamonov.com)

## LinkedIn:

[www.linkedin.com/in/ninaparamonov](http://www.linkedin.com/in/ninaparamonov)

## EXPERIENCE

User Experience Designer transitioned from an Interface Design to a User Experience Design.

Experienced in agency, product, and consulting environments. Worked in e-commerce, retail, financial, and health sectors.

Passionate about Design Systems.

I employ a blend of strategy and research to address challenges for users and businesses.

## SKILLS

User Research, Personas, User Journey Mapping/Scenarios, Wireframes, Usability Testings, Prototypes, Experience Flows, Information Architecture, Site Maps, Design System, Heuristic Analysis, UX Audit, UI Design.

## TOOLS

Figma, Sketch, Adobe XD, Axure RP, Adobe Creative Suite, Jira, Slack, Microsoft