

# Ieva Ferdman

With over 3 years of experience as a Product and UX/UI Designer, along with Front End Development experience in Norway. I aim to work with a collaborative team to generate creative and innovative solutions for complex customer and user problems.

## EXPERIENCE

### **indyRIOT, Remote, Norway — Product Designer**

NOV 2021 - AUG 2023

- Led the design of key initiatives and features for an early-stage startup, including platform redesign based on beta feedback, guided onboarding, dashboard and posting
- Improved navigation experience throughout the platform and optimized for mobile, resulting in a 15% increase in user engagement.
- Collaborated closely with front-end engineers to rapidly iterate and improve community platforms, including management dashboard, messaging and posting experience.

### **Schibsted, Remote, Norway — UX Designer**

Jul 2021 - Aug 2021

- Designed and tested a pioneering text-to-speech feature for Aftenposten, enhancing user engagement.
- Integrated SpeechKit into Aftenposten Articles, boosting CTR by 3,6% with high-quality text-to-speech services.
- Led four experiments to gain user insights, optimizing engagement metrics through A/B testing and interviews.

### **Self Employed, Remote, Norway — Design Freelancer**

Jan 2014 - DEC 2019

- Illustrated and published two Children Fairy tale books while collaborating with the writer of the story.
- Helped startups and small businesses to find their branding and the best promotional marketing materials.
- Consulted and developed wallpapers for interior space in hotels in Paris, France.
- Created unique and innovative packaging designs for brands like Weleda, Fruttimo, Jsemzena, Di Angelo Cosmetics, Nina Rosa, naturoffice and others.

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## SKILLS

Figma; CSS; HTML; JavaScript

Interviews, Usability Testing, A/B testing, Surveys

Prototyping, Wireframing, Optimization, Ideation, Accessibility, Design Systems

Communication, Analytics

## EDUCATION

### **Noroff, UX Designer**

Grade - A

Online, Norway

Oct 2020 - Nov 2021

### **UWS, International Events and Cultural Diplomacy**

Post Graduate

Paisley, Scotland

Sept 2018 - Jun 2019

### **Prague City University, BA Graphic Design**

1st Class Honors - "A"

Prague, Czechia

Oct 2014 - Jun 2017

## CERTIFICATION

### **CareerFoundry, Front End Development for Designers**

Online

Jan 2024 - Mar 2024