

# Julia Levina

A mobile UX/UI designer who heartily loves design and has great creative potential in UI. Experience in mobile application is about 5 years: 3,5 years in fintech (banking, blockchain) and 2 years in dating. I'm proud that applications I worked on are international, successful now and win awards on a country level.

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**Portfolio:**

[https://www.behance.net/osipova\\_ju7b5e](https://www.behance.net/osipova_ju7b5e)

## EXPERIENCE

### Unimatch • UX designer contractor

AUG 2023 – NOV 2023

UX designer on a contract basis. UX design of mobile application in the venture capital sector.

<https://t.me/newworld2088/3231>

<https://t.me/newworld2088/3480>

<https://t.me/newworld2088/3178>

#### Responsibilities:

1) Analytical work:

- Independent immersion and study of theory (the field of venture capital investments)
- Detailed table of competitors by feature (user points, business points, technical points)
- Digitization of competitors in the form of their interface solutions (registration, personal profile, home page, billing page, etc.)
- Conclusions on competitors (their + and - for different segments)
- Identifying the target audience, drawing up personas based on the target audience
- Clear formulation of the goals and problems of the target audience
- Drawing up a business diagram (functional blocks)

2) Research work:

Conducting CastDevs (more than 10) and usability testing (more than 10) based on clickable prototypes for 4 roles

3) Prototyping a mobile application (detailed clickable prototypes for each role in Figma)

4) Documentation for prototypes (all in English)

#### Work plan step by step:

1. Competitor analytics (table and digitization)
2. The goals and problems of all persons by role are spelled out based on my hypotheses
3. Next CastDevs (more than 10) - the goal was to understand the target audience's expectations from the product being developed
4. The goals and problems of the target audience for all roles are more clearly formulated
5. Prototyping (very detailed, close to UI) and documentation
6. Conducting usability testing (more than 10)
7. Adjustments to prototypes based on findings from usability testing

#### Result of the work:

1. Documentation on Notion:

- detailed table of competitors
  - list of goals and problems by role (general)
  - conclusions are written in detail about the respondents - goals/problems of each
2. Digitization of competitors' interface solutions and business diagram in Figma
  3. Detailed clickable prototypes by role (4 roles) - 4 links in Figma

## PROJECTS AWARDS

1. «Digital Leaders Awards 2021»  
in the nomination «New Digital Idea of the Year»

2. «BPM Project of the year - 2022»

3. CX World Awards 2022  
in the nomination «Best innovations in customer experience»

## SKILLS

Mobile designer  
Mobile application  
Mobile application design  
Mobile UI  
Mobile UX/UI  
Mobile development  
UI design  
UI/UX design  
Product design  
Product mobile design  
IOS  
Android  
User Experience  
User Interface  
Interface  
Visual Design  
Prototyping  
Analytical skills  
Figma  
Analytics

## SOME FACTS

- Really love to create UI mobile design
- Love to think about logical part

4. Layouts in Figma with detailed documentation of user paths and technical issues for developers

I can provide feedback on my work.

## **VTB Bank • UX/UI designer**

DEC 2020 – MAY 2023

1. The scenario for obtaining a property tax deduction on a mortgage.

VTB Bank (the hugest bank among CIS countries) is the first bank, which in 2021 added the functional for obtaining a tax deduction for its mortgage clients to the mobile application. Users can apply for a tax deduction online from the comfort of their homes and without the physical collection of documents.

<https://www.behance.net/gallery/169096631/Simplified-tax-deduction-for-mortgages-for-VTB-bank>

### PROJECT METRICS:

Since the launch of the service, users have received 1.5 billion rubles.

In 2020 40.000 bank customers used the VTB Online service, which allows them to apply for a property deduction in a few clicks.

VTB clients filed more than 60.000 applications for property deductions in 2 months, which exceeded the figure for the entire 2022.

2. The scenario for registering and verifying an account on the State Services Portal through the bank's mobile application.

3. The scenario for receiving and transferring a pension through the VTB mobile application.

In 2022 the number of clients receiving pensions from VTB increased by almost 50% and exceeded 1 million people.

I also did research work — the corridor tests with potential users (customers with a mortgage). I worked in the strongest (in terms of metrics) team of the «Public Services» stream.

I can provide feedback on my work.

## **Embria • UX/UI designer (dating applications)**

OCT 2018 – JUN 2020

Android / IOS applications UX/UI design:

- Mockups
- Guidelines creation
- Google Play, Apple Store screens and icons
- Mini-games UI design inside the dating application
- Marketing materials for TikTok (video, banners)

### APPLICATIONS:

1 «Evermatch» dating for serious relationship:

Core UI design I created (Google Play, Apple Store screens and UI in screens) is still actual.

More than 10 millions installations of the app.

<https://evermatch.me/>

<https://www.behance.net/gallery/169580993/Evermatch-dating-mobile-application-%28kopija%29>

2 «Find him» LGBT dating for american market:

<https://www.behance.net/gallery/168939621/LGBT-dating-app>

of a product (UX)

- Not afraid to work with difficult functional (my work in banking, blockchain, venture capital sector projects)
- Responsible, honest, friendly and open-minded person
- Always learning new in my profession
- Love reading professional literature about UX (Steve Krug, Alan Cooper, Ethan Marcotte, Aaron Walter etc.)

3 «Samovar» dating:

<https://www.behance.net/gallery/169627955/Samovar-social-network-dating-app>

4 «Kiosk» dating:

<https://www.behance.net/gallery/168909335/Social-network-app>

5 Easy relationship dating:

<https://www.behance.net/gallery/92725641/Sex-dating-app>

## **Hong Kong blockchain «Enecuum» • UX/UI designer**

AUG 2017 – AUG 2018

1. UX/UI design of mobile application for Android / desktop application (Crypto-wallet app)
2. UX/UI design of Blockchain service (Block Explorer)
3. White Paper design and other technical documentation (general style and illustrations)

APPLICATIONS:

1 Mobile crypto wallet «Enecuum»:

<https://www.behance.net/gallery/168536811/Crypto-wallet-email-letter-design-for-crypto-project>

2 Web crypto wallet «Enecuum»:

<https://www.behance.net/gallery/169027597/Prototyping-of-crypto-wallet-%28desktop%29>

3 Block Explorer «Enecuum»:

<https://www.behance.net/gallery/169029565/Prototyping-mobile-Block-Explorer>

## **Israel startup «Light Technologies» • UX/UI designer**

AUG 2015 – FEB 2017

Web-applications UI/UX design for Wix Application Market:

- Mockups & identical style (icon, banner)
- Overview images and demo videos

APPLICATIONS (web):

• «Impressive Slideshow» web app for Wix Platform — 4,5 from 5 stars rating and mostly positive reviews (650) of users

<https://www.wix.com/app-market/impressive-slideshow>

• «Impressive Welcome Bar» web app for Wix Platform— 4,4 from 5 stars rating

<https://www.wix.com/app-market/impressive-welcome-bar?referral=developer&appIndex=3&referralTag=light-technologies&referralSectionName=developer-page>

• «Impressive Text Slide» web app for Wix Platform — 4,5 from 5 stars rating

• «Impressive Site Menu» web app for Wix Platform — 4,2 from 5 stars rating

I'm very proud and glad that my corporate identity and graphics in these projects are still actual since 2015, successful and benefits the company.

## **EDUCATION**

### **St. Petersburg State University of Industry Technologies and Design**

**Graphic design in advertising and in the business area** JUN 2015

I'm proud that I defended the diploma project (UI-interfaces for game) with the highest score.

**Yaroslavl Art College • Academic painting and drawing** JUN 2011

