

# Nataliya Nikolayeva

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[nnikolayeva.com](http://nnikolayeva.com) (portfolio)

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## Senior UI/UX Designer

Accomplished, high-performing, collaborative creative UI designer with extensive experience in web design and development, user experience (UX) and user interface (UI). Proven track record consistently achieving and exceeding customer demands by building and maintaining web pages, marketing material (both web and print), and mobile application design projects. Passion for UI design, Web Standards, accessibility, and front-end development. Superior communication and problem-solving skills.

Key competency areas include:

- Adobe Creative Suite
- HTML
- CSS
- CSS Animation
- Sketch
- Web Design
- Graphic and Print Design
- Figma
- Visio
- Wireframes
- Agile
- Mobile Applications Design
- Web Accessibilities
- Strategy UI and UX Design Feasibility
- Product Testing
- Marketing and Promotions
- AI tools

## Professional Experience

**Blue Matrix** Durham, NC

**Art Director**

06/2020 - 08/2023

Managed branding, marketing materials, UX and UI for internal and external users.

Designed UX/UI prototypes and mockups for Client Portal

Re-branding company, including logo, marketing materials and website  
Worked close with developers to make sure all branding is supported.  
Created Design System  
Created new HTML5 templates

## **BB&T Corp**, Raleigh, NC

Senior UI Designer

September 2009 - December 2019

Designed, coded and updated more than 700 Promo pages, secure messages, banners, emails, splash pages and landing pages for BB&T's Personal and Small Business Online Banking customers, with a user base of 2 million+.

- Designed and implemented a new Wealth section into BBT.com. The very first month after we launched Wealth part of BBT.com bank had 167 new accounts with total assets of 2 million dollars, that was 50% more than expected. Net income in 2012 increased by 49%.
- Created a clean design and specifications document for Zelle mobile application on BB&T mobile, using Sketch.
- Built a library of components for Zelle application design to support cohesiveness across the company and sped up the process by 30%.
- Designed and coded CSS animation for Zelle mobile application Enrollment screens using SVG images to improve the quality of design and speed up loading.
- First BB&T member to develop landing pages and email templates on Marketo platform.
- Architected screen banner for ATM to promote TurboTax services 3.7 million people used TurboTax for the Web to prepare and file their returns that year after our campaign. That was 60% more than expected. For that project I earned BB&T Olympic Awards in recognition.
- Created clean template for BB&T Secure messages, which sped up process by more than 70%
- Completed full redesigns of existing Insite websites using newer technology to improve navigation and enhance visuals.
- Trained and supervised new team members.
- Collaborated with managers to interview new employees, providing a feedback on design and coding skills.

## **Business Leader Magazine**, Raleigh, NC

## Graphic and Web Designer

May 2008 – July 2009

Developed, implemented and managed marketing and design of magazine.

- Worked with clients to gather and define requirements, establish scopes and managing project milestones.
- Coordinated, created and scheduled content, designs and periodic updates to company website.
- Developed creative design for marketing packages, including print materials, brochures, banners and signs.
- Used Photoshop, Illustrator and InDesign to create images and layouts for over 150 projects
- Applied creative expertise to present marketing concepts. Applied knowledge of production to create high-quality images.
- Created digital image files for use in digital and traditional printing methods.

## **ARG Interactive Inc.**, Boston, MA

Web Designer

July 2004 – November 2008

Created reusable processes, components and tools that leveraged into 250 other projects, accelerating development progress. Designed user interface to meet client specifications and content management system.

- Mentored 3 interns in UX/UI Design Internship program.
- Designed images, icons, banners and audio enhancements.
- Promoted brand identity by creating company logos and delivering attractive, user- friendly and unique website.
- Designed optimized usable interfaces for financial applications.
- Chose domain names, completed registrations and maintained website and web hosting account.
- Created site layout and user interface using HTML/CSS best practices.

## **Additional Professional Experience**

**Kalindiprints**, Morrisville, NC |

## Independent Graphic and Web Designer

08/2015 - Present

Design images, icons, banners and downloadable product and worked closely with social media team on Prestashop blogs and social media marketing.

- Installed program language and configurations required for cross-platform compatibility within CMS environment.
- Delivered services as a web developer, designer, application specialist and webmaster, acting as project manager for platform transition.
- Chose and registered domain name and maintained website and web hosting account.
- Created and maintained web hosting account.
- Managed Marketing kalindiprints.com on Facebook, Etsy, Pinterest, Tweeter and Instagram.

## **Zerkalo Inc.** Minneapolis, MN

Graphic and Web Designer

## **Education**

Izibizi school. AI image generation course.

General Assembly. UX Design Course

New Image Graphic and Web Design College | Toronto Canada Multimedia Designer Diploma

National Technical University | Kherson Ukraine  
Bachelor Degree, Finance