Alla Shelkov

UX UI Designer

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Experience

UX/UI Designer / Tel Aviv University Debate Society

Volunteering / September 2022 - Present

- Redesigning the scheduling tool in the debate management system for the Tel Aviv University Debate Society.

- My role includes conducting user research and interviews, creating wireframes, iterating the design based on feedback and maintaining consistency with the existing system's design style.

- Working closely with a team consisting of another designer, a developer and a product manager.

Visual Merchandiser & Sales Person / Adidas

Full Time / November 2019 - July 2021

- After working for a year in a sales role combined with part-time responsibilities as a visual merchandiser, I was promoted to a full-time position as a visual merchandiser at the primary store in the northern region.

- Was responsible for optimizing the store's design based on commercial thinking, sales analysis, and brand attributes.

- Coached the store's staff to maintain the brand's design standards to ensure a better customer experience and an increase in sales and profitability.

- Delivered excellent customer service, resolved customer inquiries, and provided in-depth product knowledge.

Military Service

Network-based Systems Supporter

January 2017 - January 2019

- Provided support for complex operational network-based systems by troubleshooting network issues, monitoring system performance, providing technical support to users, and collaborating with other teams to ensure efficiency.

- Maintained a deep understanding of network protocols and technologies, as well as an ability to identify and resolve technical issues in a timely and effective manner.

Education

UX/UI Design Course

Codesigner

2022

Graphic Design Course

Solo Studio

2021

Skills

Figma

User Research

User Testing

User Flows

Wireframing

Prototyping

Visual Design

Design Thinking

Attention to Detail

Problem Solving

Teamwork

Languages

English/ Fluent

Hebrew/ Native

Russian/ Native