ETUAL FOMINA

USER EXPERIENCE DESIGNER

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I design interfaces for content-heavy products. Strongest in research and structure; comfortable in code. Three shipped projects this year.

EXPERIENCE

UX & FRONT-END DESIGNER at Sweet Pepper Bar

Jul 2026–Sep 2026 · Returning client, remote

- Designed and shipped a bilingual Russian/English gastrobar website using a custom WordPress theme with ACF and AI-assisted development
- Designed a day/night system where typography, colour and imagery follow the actual time of day — no toggle, the site reads the clock
- Updated the design system and built a new style guide for the team

UX DESIGNER at Hawkeye EDS and ScoutCam (Web4Site)

Mar 2026–Jun 2026 · Full-time contract following a 7-week UX design internship

- Redesigned the mobile app for a live-alert and streaming-video security platform
- Designed 2 missing landing pages across a large, complex software platform in Figma and prepared interactive prototypes for development
- Proposed and built a design system to unify a brand assembled by rotating designers: vector logo, Figma components, asset library, documentation

UX & FRONT-END DESIGNER at tracedesign.art

Jan 2026–Present · Personal project

- Designed an interactive responsive web platform helping users discover local art, architecture, typography, and design landmarks
- Conducted field research, photographed & mapped 60+ verified locations
- Built and deployed the platform using Mapbox, Antigravity, Git, and Netlify

EDITORIAL & PRESENTATION DESIGN INTERN at Mindful Dancers

Mar 2026–Apr 2026

- Designed a brochure series, including worksheets for clients and a B2B informational pack for partners
- Created a polished presentation based on the raw 60-minute speaking script

MARKETING COORDINATOR & GRAPHIC DESIGNER at Sweet Pepper Bar

Sep 2014–Sep 2024

- Brand identity, print, signage, and product photography for a hospitality brand; promotional work supported up to 15% annual revenue growth

EDUCATION

GRAPHIC DESIGN ADVANCED DIPLOMA at Humber Polytechnic

Sep 2023–May 2026

- Dean's list every semester; 92.7% average, Diploma with Honours

PROFESSIONAL CERTIFICATES

- Google UX Certificate *Full 7-Course Program (July 2025)*

EXPERTISE

UX DESIGN SOFTWARE

Figma
Webflow
WordPress
VS Code

DESIGN SOFTWARE

Adobe InDesign
Adobe Illustrator
Adobe Photoshop
Adobe Lightroom
Adobe After Effects
Adobe Premiere Pro
DaVinci Resolve & Fusion
Affinity Designer

UX DESIGN SKILLS

Design Research
Wireframing
Prototyping
HTML/CSS/JavaScript
Interaction Design
Motion Design
Accessible Design (AODA)

ADDITIONAL SKILLS

Print Design
Branding
Information Design
Product Photography
Photo Editing
Video Editing
Map Building

SOFT SKILLS

Curious
Creative
Reliable
Proactive
Empathetic
Flexible
Strategic
Thoughtful

LANGUAGES

English C1 (Advanced)
French B1 (Basic User)
Russian (Native)