

KARYNA BERAZOUSKAYA

Portfolio: <http://www.karynaux.design/>

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WORK EXPERIENCE

UX Designer and Researcher

2022-Present

- ▶ Ability to authoritatively communicate and facilitate discussion around usability, accessibility and interaction design. Creating user-friendly wireframes, mockups, and prototypes to communicate design ideas.
- ▶ Demonstrated expertise in user-centered design principles, including user research, creating personas, user journey maps, qualitative and quantitative testing, storyboards, and addressing usability and accessibility concerns.
- ▶ Effectively communicated design processes, ideas, and solutions to internal teams and clients, facilitating collaboration and obtaining design approvals.



SKILLS

- User Research and User Interviews
- Usability Testing
- Wireframing and Prototyping
- User Journey Mapping, Storyboards and User Personas
- Responsive Design
- Market research, competitive analysis
- A/B, multivariate testing
- Information architecture



PROJECT EXPERIENCE

App Concept Design

March-May 2023

[In-N-Out Burger Restaurant Chain](#)

- ▶ UX Researcher and Designer.
- ▶ Conducted thorough market and brand research to understand the unique aspects of the In-N-Out brand.
- ▶ Using user-centered design techniques, (conducted customer interviews and surveys) gained unbiased insights into user needs and frustrations.
- ▶ Conducted brainstorming sessions (Crazy 8 method) with the team to generate innovative ideas and solutions.
- ▶ Designed the app's information hierarchy based on users' feedback from testings.
- ▶ Designed visual elements to reinforce the brand and created a responsive Hi-Fi prototype.
- ▶ Presented the final concept app for review and provided a detailed explanation of the business proposition.

TOOLS



Optimized Onboarding

October 2023

[Headspace App](#)

- ▶ Enhanced onboarding navigation to improve user engagement and overall experience.
- ▶ Conducted user surveys to identify common frustrations during onboarding and subscription.
- ▶ Analyzed screen hierarchy to optimize app usability and reduce cognitive load.
- ▶ Developed wireframes, user journeys, and mockups for further usability improvements.
- ▶ Utilized A/B testing to determine the most effective onboarding flow.
- ▶ Gathered feedback from testing and proposed improvements to address any issues.

Reestablished Paywall Concept

September 2023

[The Washington Post](#)

- ▶ Explored innovative approaches to engage Gen Z readers and expand The Washington Post's digital subscriber base.
- ▶ Conducted extensive research, including surveys and user interviews with Gen Z, to gain insights into their needs and preferences.
- ▶ Developed wireframes, personas, user journeys, storyboards, empathy maps, and assumption maps to address pain points.
- ▶ Conducted multiple usability tests.
- ▶ Presented the final concept and design approach, along with suggestions for further improvements and solutions.



EDUCATION

Master's Degree in Linguistics & Interpreting
Minsk State Linguistic University

2013 - 2014
Minsk, Belarus

UX Certificate
UCLA Extension

2022 - 2024
Los Angeles, CA

Design Communication Arts
UCLA Extension

2017 - 2019
Los Angeles, CA