

# TATYANA HOLODNOVA UX DESIGNER



[www.UXtatyana.com](http://www.UXtatyana.com)  
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(530) 701-9868

## SUMMARY

I'm a Visual Designer with 15+ years of experience creating user-centered designs across responsive websites, e-commerce platforms, apps, and digital products. I combine user experience design, user experience research, usability studies, wireframing, sketching, ideating, and prototyping in Figma to build intuitive, effective solutions. My work also includes packaging, print, Amazon platforms, and high-converting digital campaigns, delivering clear, impactful designs that support brand growth and business goals.

## EXPERIENCE

### Graphic Designer III

**Kimberly-Clark | Irving, TX | August 2023-present**

- Drive business growth by conceptualizing & executing graphics, increasing Amazon+ content impact by 25%.
- Improve click-through rates and guide design strategy by executing A/B testing on digital assets, leading to more informed creative decisions.
- Boost production efficiency by 25% by delivering precise, production-ready assets with minimal need for revisions.
- Ensure high-converting, brand-consistent visuals across product categories by collaborating cross-functionally with design, marketing, and product teams.
- Spark national campaign success by contributing innovative design concepts through collaborative brainstorming, several of which were adopted and implemented.

### Graphic Artist

**E-Filliate, Inc. | Rancho Cordova, CA | April 2017-June 2023**

- Branded and designed the TravelDepot mobile app UI/UX, improving usability, increasing downloads, and earning positive feedback.
- Developed Amazon A+ content that boosted product sales by 70% through strategic layout and compelling visual storytelling.
- Created packaging for a wide range of consumer electronics, enhancing shelf appeal and brand consistency across national retailers.
- Designed and delivered 300+ assets across print and digital channels, supporting multi-platform marketing campaigns.
- Produced trade show visuals, sales collateral, and infographics that elevated brand visibility and improved sales team effectiveness.

### Co-Founder & Visual Graphic Designer

**Fandango Media Group | Grass Valley, CA | February 2012-April 2017**

- Co-founded a design studio, leading UX and visual design projects for startups and small businesses.
- Conducted user research and stakeholder interviews to inform brand identities, websites, and digital product designs.
- Created wireframes, prototypes, and user flows to improve usability, engagement, and accessibility.
- Designed and tested e-commerce catalogs for artists and fine jewelers, enhancing customer experience and conversion rates.
- Delivered cross-platform solutions for web, mobile, packaging, and print, ensuring consistent brand experiences.
- Developed compliant packaging and labeling for healthcare and supplement industries.

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## EDUCATION

### STROGANOV MOSCOW STATE UNIVERSITY OF INDUSTRIAL AND APPLIED ARTS

#### BACHELOR OF ARTS (BA) in Graphic Design

Graphic Design, Brand Identity, Publication Design, Typography, Packaging, Photography, Fine Arts.

Graphic Design, Web Design, Photoshop, InDesign, Illustrator, Dreamweaver, Flash, HTML

### SIERRA COLLEGE

Conducting Usability Studies, User Experience Research (UXR), User Experience Design (UXD), Wireframing, Prototyping, Sketching and Ideating, Tools: Figma, Adobe XD

### GOOGLE UX DESIGN PROFESSIONAL CERTIFICATE (V2)

## SKILLS

- UX Design
- User Research & Usability Testing
- Wireframing & Prototyping (Figma, Adobe XD)
- User Flows & Journey Mapping
- Information Architecture
- Responsive Website Design
- App Design
- Amazon A+
- Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD, Acrobat)
- Package Design
- Logo Design
- Catalogs & Marketing Collateral
- Social Media Content
- Motion Graphics
- Typography, Layout & Composition
- A/B Testing
- HTML/CSS
- Email & Social Campaigns