

# Viktoriia Deino

## UX/UI Designer

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## SKILLS

Visual Design  
Interaction Design  
Rapid Prototyping  
Sketching  
User Research  
Usability Testing  
Service Design  
Customer Journey Mapping  
Design Sprint  
Accessibility

## TOOLS

Figma  
Sketch  
Principle  
InVision  
Zeplin  
HTML/CSS

## EDUCATION

Master's degree in Philology,  
Tavrida National Vernadsky  
University (Simferopol), 2006 – 2007.  
GPA 4.0/ Diploma with honors.

Art School (Sevastopol), 1998 –  
2002. GPA 3.64

## WORK EXPERIENCE

UX/UI Designer Associate - Booking.com  
2019 - Present

- Performed UI tasks to improve UX of Account Management Tool; resulted in successful launch of 4 features that received positive feedback from the users
- Conducted elaborate User Research activities within a project to increase users productivity; resulted in successful launch of a new internal business tool
- Initiated and followed through the full design process of creating an internal tool. The launched tool allowed to fully automate shared test device management in the department and was adopted by other departments.
- Lead a side project of redesigning an internal testing tool. The released tool increased colleagues productivity by 20%, enabled colleagues to keep track of multiple tasks and received positive feedback based on survey results.
- Accomplished multiple small visual design projects based on teams needs (offsite visual materials, logos for Hackathon projects, etc.)
- Joined department UX community, proactively participated in design critique sessions and knowledge sharing sessions.

QA Specialist - Booking.com  
2016 - Present

- Worked together with UX designers, developers, product managers to successfully launch messaging functionality for users that improved guest-partner communication by 72% and decreased CS inbound by 10%
- Introduced new process in handling incoming bugs that allowed to increase adherence to fixing timelines by 3x  
Became QA trainer for IT onboarders (all tech roles) and in collaboration with colleagues launched a Udemy course on testing best practices
- Contributed to testing automation strategy by writing integration API and e2e tests and promoting the knowledge (incl CI/CD integration of tests)

CS Executive - Booking.com  
2015 - 2016

- Performed continuous and long-scale oriented mediation between guests and property owners acting in line with company's values and delivering high-level customer/partner service;
- Gained thorough understanding of customer (both guest and property) experience, pains and behavior patterns, which converted into valuable knowledge for the teams I'm working with at the moment