

VICTORIA KOCEVSKI

UX/UI Designer | 3 yrs Product Design • 6+ yrs Visual & Customer Experience Design

+1 (609) 437-1716 • v.kocevski89@gmail.com • Las Vegas, NV • victoriakcevski.com

SUMMARY

UX/UI Designer with 3 years of hands-on product design experience, built on a foundation of 6+ years in visual merchandising and customer experience, and a background in Applied Mathematics and Computer Science that gives me a strong analytical approach to design problems.

I transitioned into UX/UI after years of shaping how people experience physical spaces and move through them - where I learned that good design is often invisible when it works. Now I apply that same instinct to digital products, blending user research and visual storytelling with AI-augmented workflows (ChatGPT, Claude) to move faster from concept to high-fidelity UI.

SKILLS

- User Experience (UX) Design
- UI Design & Visual Design
- Figma - Wireframing & Prototyping
- Design Systems
- User-centered Design
- Responsive Web Design
- Customer Experience Design
- Typography & Layout
- Cross-functional Collaboration
- AI-augmented Design Workflows (ChatGPT, Claude)

EXPERIENCE

UX/UI Designer - Vegas Website Designs

06/2025 - Present

Las Vegas, NV · Contract, Remote

- Owned the design process end-to-end for 15+ web projects, from initial client discovery calls through final launch, translating client goals and brand vision into functional website designs.
- Conducted UX audits scoped to each client's budget and goals - including competitor benchmarking and accessibility considerations where relevant - to identify friction points and opportunities to improve conversion.
- Designed with conversion in mind throughout - starting with homepage concepts for client approval, then extending the approved direction across the full site.
- Managed ongoing design requests for existing clients, adding new sections and features while maintaining visual and brand consistency.
- Collaborated directly with developers to ensure design feasibility and smooth handoff from concept to build.
- Used AI tools (ChatGPT, Claude) throughout the process to speed up research, ideation, and content support.

Visual & Digital Designer - Caleros Empire Inc

01/2023 - 06/2025

Plainfield, IL · Remote

- Served as the primary design resource for a small business, handling a broad range of digital design needs across marketing, branding, and internal tools.
- Designed an internal communication platform end-to-end - from concept through final UI - to improve coordination between teams within the organization, then handed off to developers for implementation.
- Designed digital marketing materials including flyers, presentation decks, and pitch decks to support business communications.
- Maintained visual consistency across all materials, aligning design choices with brand identity.
- Worked primarily in Figma and Canva, adapting quickly to varied project types and turnaround needs.

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Customer Experience & Visual Design Consultant - Stefano Ricci

11/2017 - 12/2023

Las Vegas, NV · On-site

- Observed and analyzed customer behavior within physical spaces - tracking movement patterns, attention points, and interaction habits - to inform design decisions.
- Used behavioral insights to strategically position key visual elements in high-traffic and high-attention zones, increasing engagement with priority content.
- Applied user-centered design principles to structure physical environments around how people actually move and make decisions, rather than assumptions.
- Refined layouts iteratively based on observed outcomes, treating each adjustment as a test of what improved customer engagement.
- Translated data-driven insights into concrete design and layout decisions, balancing aesthetic goals with measurable behavioral outcomes.

Visual Strategy Consultant - Drone Miksa

03/2016 - 10/2017

Las Vegas, NV · Full-time

- Guided team members on visual presentation standards, helping maintain consistent execution across displays.
- Identified opportunities to improve layout and presentation, aiming to increase engagement with key visual elements.
- Conducted regular audits to ensure displays remained consistent with brand identity and visual standards.
- Managed visual assets to maintain quality and consistency across all physical presentation spaces.
- Collaborated with team members to optimize how products and content were presented to maximize engagement.

EDUCATION

Perm State Technical University

09/2007 - 06/2011

Bachelor's Degree, Applied Mathematics and Computer Science

Designlab

03/2022 - 03/2024

UX/UI Designer, Certificate Diploma