

VICTORIA KOCEVSKI

UX/UI Designer

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Las Vegas, NV

SUMMARY

Results-driven UX/UI Designer with a bachelor's degree in Applied Mathematics and Computer Science, a strong background in product design, and a decade of experience in visual merchandising, sales, and retail operations. These experiences have refined my expertise in user research, visual storytelling, and data-driven design, allowing me to translate business goals into intuitive, user-centric digital experiences. Skilled at seamlessly blending aesthetics and functionality to craft engaging, high-converting interfaces.

SKILLS

- Visual Design & Branding
- User Research & Testing
- Project & Stakeholder Management
- UX/UI Design & Prototyping
- Trend Analysis and Data-Driven Decisions
- Web and Social Media Strategy
- Time Management & Efficiency
- Team Communication & Collaboration
- Adaptability & Continuous Learning
- Problem Solving & Conflict Resolution

EXPERIENCE

PRODUCT DESIGNER 01/2023-Present

Freelance - Las Vegas, NV

- Designed and built responsive websites using Wix and Squarespace.
- Created user-friendly layouts and intuitive navigation to enhance user experience.
- Collaborated with clients to define goals and create functional designs.
- Designed consistent brand identities using color, typography, and imagery.
- Improved website accessibility through inclusive and intuitive design.
- Implemented custom features, plugins, and third-party integrations.
- Applied SEO strategies to improve site visibility and load speed.

CUSTOMER EXPERIENCE & VISUAL DESIGN CONSULTANT 11/2017-12/2023

Stefano Ricci - Las Vegas, NV

- Created visually compelling layouts aligned with brand identity.
- Designed immersive in-store experiences to enhance visual storytelling.
- Analyzed customer behavior to develop intuitive, user-friendly designs.
- Applied user-centered design to create seamless shopping experiences.
- Used data-driven insights to refine visual strategies and enhance user experience.

VISUAL STRATEGY CONSULTANT 03/2016-10/2017

Drone Miksa - Las Vegas, NV

- Inspired and mentored teams to enhance visual storytelling and brand presentation.
- Identified opportunities to improve merchandising execution and user engagement.
- Conducted daily audits to ensure a seamless, brand-aligned in-store experience.
- Managed visual assets to maintain quality and consistency across displays.
- Collaborated with sales teams to optimize product presentation and engagement.

CUSTOMER EXPERIENCE & OPERATIONS LEAD 05/2013-02/2016

BCBGMAXAZRIA - Atlantic city, NJ & Las Vegas, NV

- Optimized store layout for better engagement and navigation.
- Used data to enhance user interactions and product placement.
- Led teams to deliver personalized customer experiences.
- Ensured brand consistency through merchandising and design.
- Improved customer journeys in-store and online.

EDUCATION

PERM STATE TECHNICAL UNIVERSITY 09/2007-06/2011

Applied Mathematics and Computer Science, Bachelor Degree

DESIGN LAB 03/2022-03/2024

UX/ UI Designer, Certificate Diploma