

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 storytelling & branding
- Presentation & slide design (PowerPoint)
- Figma & UI design systems
- Typography & layout
- Cross-functional collaboration
- User-centered design
- Strategic visual communication
- Fast-paced problem solving
- Template & asset library creation
- Design for accessibility & clarity

EXPERIENCE

UX/ UI DESIGNER06/2025 - present

Vegas Website Designs - Las Vegas, NV

- Designed presentation decks and marketing visuals to communicate complex ideas.
- Created scalable design systems and templates using Figma and PowerPoint.
- Developed visually engaging, brand-aligned assets for web and mobile interfaces.
- Translated abstract concepts into clear visual narratives and UI layouts.
- Collaborated with cross-functional teams to align design with business goals.
- Advocated for user-centered, accessible, and visually consistent design.

PRODUCT DESIGNER01/2023 - 02/2025

Freelance - Las Vegas, NV

- Designed and built responsive websites using Wix and Squarespace.
- Designed responsive websites with customer booking, event promotion, and guest services in mind.
- Created wireframes and interactive prototypes for clients in lifestyle, entertainment, and service-based industries.
- Implemented accessibility best practices to serve diverse hospitality user bases.
- Created user-friendly layouts and intuitive navigation to enhance user experience.
- Collaborated with clients to define goals and create functional designs.

CUSTOMER EXPERIENCE & VISUAL DESIGN CONSULTANT11/2017 - 12/2023

Stefano Ricci - Las Vegas, NV

- Created visually compelling layouts aligned with brand identity.
- Designed high-touch customer journeys aligned with luxury hospitality standards.
- Translated customer behavior insights into data-informed digital and in-store experiences.
- Implemented user-centered design principles to improve flow, comfort, and brand perception.
- Collaborated on VIP engagement strategies and service environment design.

VISUAL STRATEGY CONSULTANT03/2016 - 10/2017

Drone Miksa - Las Vegas, NV

- Developed hospitality-focused visuals and in-store activations in entertainment venues.
- Ensured brand consistency and visual excellence in environments designed for tourism and luxury appeal.
- Identified opportunities to improve merchandising execution and user engagement.
- Conducted daily audits to ensure a seamless, brand-aligned in-store experience.

EDUCATION

PERM STATE TECHNICAL UNIVERSITY09/2007 - 06/2011

Applied Mathematics and Computer science, Bachelor Degree

DESIGN LAB03/2022 - 03/2024

UX/ UI Designer, Certificate Diploma