

## CONTACT

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# MARIA IONOVA

PRODUCT DESIGNER

## SKILLS + TOOLS

**Interaction + UI Design**

**UX Design**

**Visual Design**

**Prototyping**

**Information Architecture**

**User Research + User Testing**

**Design Systems**

**HTML5 + CSS3 + JS**

**Sketch + Figma + Adobe CC**

**InVision + Principle for Mac**

**Abstract + Zeplin**

## WORK HISTORY

**Senior Product Designer**

**Tallwave-Scottsdale, AZ**

**April 2021-present**

Worked with clients on various projects, crafting meaningful web and mobile app experiences.

**UX/UI Designer**

**Blue Cross Blue Shield of Arizona-Phoenix, AZ**

**Jan 2018-April 2021**

Designed and prototyped a responsive, accessible microsite for Medicare members.

Coded and designed a brand-new, responsive, accessible, static website for State of Arizona members, which launched in August 2020.

Performed preliminary research and worked in an agile environment hand-in-hand with web developers, stakeholders, and copywriters to redesign and deploy a responsive, accessible member services portal for Blue Cross Blue Shield of Arizona, which launched in February 2020.

Played an essential role in redesigning and coding (front-end) a responsive, accessible marketing site for Blue Cross Blue Shield of Arizona.

Initiated creating a design system and set standards for handoffs and documentation.

Produced iOS and Android visual design for the following user flows of the MyBlue AZ mobile app: Claims, Pay Bills, Forgot Username, Forgot Password, OKTA, Touch ID, and Face ID (iOS only). Actively collaborated with mobile app developers in the deployment of MyBlue AZ (iOS and Android) mobile apps, released in May 2018 and August 2018 respectively.

Worked with internal development teams in improving the functionality of other existing digital products based on analytics and user feedback. Contributed for usability studies.

Collaborated with third party product teams to integrate their websites seamlessly into Blue Cross Blue Shield of Arizona sites.

Interviewed, onboarded, mentored, and led other designers. Provided design direction and solutions, reviewed mockups, pinpointed usability and visual design issues to the projects of other designers.

## WORK HISTORY (CONT.)

### UX/UI Designer

**Insight Global-Phoenix, AZ**

**Jul 2017-Jan 2018 (Contract)**

Drove all aspects of the design of new and existing mobile applications and websites: visual, user experience, product, and interaction. Worked onsite at Blue Cross Blue Shield of Arizona.

### Freelance Designer

**Elements Compounding Pharmacy-Mesa, AZ**

**Mar 2014-Dec 2017**

Designed and directed various freelance projects: brand identity, a business system, a website, social media presence, posters, flyers, pads, various forms, magazine ads, door hangers, cards, magnets, and more.

### Senior Graphic Designer

**State of Arizona-Phoenix, AZ**

**Nov 2014-Aug 2016**

Handled all phases of production from conception to completion, including meetings with internal teams and clients, collaboration with the creative team, vendors, project managers, and developers.

Designed various web projects, including interactive and static websites.

Revamped projects in print, including logos, infographics, business systems, books, magazine ads, brochures, posters, banners, flyers, cards, calendars.

Created various forms, including Microsoft and PDF fillable forms.

Mentored other designers, staff and interns.

### Graphic Designer

**State of Arizona-Phoenix, AZ**

**Dec 2005-Nov 2014**

Designed web and print projects, including logos, infographics, business systems, books, posters, brochures, banners, flyers, cards, and pads.

### Interactive Intern

**Nomadic Agency-Scottsdale, AZ**

**Jun 2009-Aug 2009**

Worked on web projects, such as email marketing and websites. Designed and coded a web page for the television show "The Price is Right".

### Graphic/Web Designer

**Mesa Community College-Mesa, AZ**

**Oct 2003-Dec 2005**

Worked on various print and web projects.

## EDUCATION

**BSD in Visual Communication, Magna Cum Laude**

**Arizona State University-Tempe, AZ**

**May 2010**

**UX/UI Design Bootcamp**

**Bloc (aquired by Thinkful)-Remote**

**June 2017**

**AAS in Computer Information Systems,**

**Graduated with Distinction**

**Mesa Community College-Mesa, AZ**

**May 2002**

## AWARDS + EXIHIBITS

**Uncovering the Issues, VISCUM Exhibit**

**May 2010**

**ASU's competitive William F. Koenig Award**

**May 2009**