ETUAL FOMINA

USER EXPERIENCE DESIGNER

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UX-educated designer with a background in graphic design and information-heavy layouts. Strong in research, structure, and problem framing, designing creative and efficient human-centered solutions. Reliable, thoughtful, and quality-focused.

EXPERIENCE

UX DESIGNER *AT HAWKEYE EDS AND SCOUTCAM*

Mar 2026–June 2026

- Created 2 Figma website prototypes and prepared them for development
- Developed reusable UI components and refined user flows based on feedback
- Created a design system, brand assets library, and markdown files
- Designed and refined mobile app workflows, screens, and user interactions

INDEPENDENT PRODUCT DESIGNER *AT TRACEDESIGN.ART*

January 2026–Present

- Designed an interactive responsive web platform helping users discover local art, architecture, typography, and design landmarks
- Conducted field research, photographed & mapped 60+ verified locations
- Built and deployed the platform using Mapbox, Antigravity, Git, and Netlify

EDITORIAL & PRESENTATION DESIGN INTERN *AT MINDFUL DANCERS*

Mar 2026–Apr 2026

- Designed a brochure series, including worksheets for clients and a B2B informational pack for partners
- Created a polished presentation based on the raw 60-minute speaking script

GRAPHIC DESIGNER & PHOTOGRAPHER *AT SWEET PEPPER BAR*

Sept 2020–Sep 2024

- Created a logo and brand identity that helped convey the brand values and differentiate it from the competitors
- Designed the whole range of promo materials such as posters, business cards, menus, flyers, signage & pillars that helped to increase the company's revenue by up to 15% annually over 10 years
- Captured and performed post production for food and beverage photography for menus, promo materials, and the company's social media

EDUCATION

GRAPHIC DESIGN ADVANCED DIPLOMA *AT HUMBER POLYTECHNIC*

Sep 2023–May 2026

- Made Dean's Lists each semester with an average GPA 93%

PROFESSIONAL CERTIFICATES

- Google UX Certificate *Full 7-course program (July 2025)*
- META Front-End Development *Intro to Front-End Development*
- META Front-End Development *Programming with JavaScript*

EXPERTISE

UX DESIGN SOFTWARE

Figma
Webflow
VS Code

DESIGN SOFTWARE

Adobe InDesign
Adobe Illustrator
Adobe Photoshop
Adobe Lightroom
Adobe After Effects
Adobe Premiere Pro
DaVinci Resolve & Fusion
Affinity Designer

UX DESIGN SKILLS

Design Research
Wireframing
Prototyping
HTML/CSS/JavaScript
Interaction Design
Motion Design
Accessible Design (AODA)

ADDITIONAL SKILLS

Print Design
Branding
Information Design
Product Photography
Photo Editing
Video Editing
Map Building

SOFT SKILLS

Curious
Creative
Reliable
Initiative
Collaborative
User-Oriented
Empathetic
Flexible
Strategic
Thoughtful

LANGUAGES

English C1 (Advanced)
French A2 (Basic User)