

YELYZAVETA LEVENTSOVA

UX/UI Designer, Graphic Designer

+39 3887984289 @ lisa.lev96@gmail.com <https://izyfreihe.it/> Santa Marinella, RM



EXPERIENCE

UX/UI Designer

CiannApps

2021 - Ongoing Santa Marinella

- Achieved 9 out of 10 in satisfaction evaluations among clients
- Designing Philosophy quotes App (iOS and Android)
- Designing EasyMetro App (iOS and Android)
- Designing BillWiz app (crossplatform)
- Icon creation

Graphic Designer

Area 424

2021 - Ongoing Santa Marinella

- Developed the initial branding, 2 major versions of design and marketing materials
- Creation of graphic for social media - @area424_
- Social Media Marketing for @area424_

Web Designer

Mattucci Srl

2020 - Ongoing Santa Marinella

- Designed and developed Web site

CERTIFICATIONS

Google UX Design

- Foundations of User Experience UX Design
- Start the UX Design Process: Empathize, Define, and Ideate
- Build Wireframes and Low-Fidelity Prototypes
- Conduct UX Research and Test Early Concepts
- Create High-Fidelity Designs and Prototypes in Figma
- Responsive Web Design in Adobe XD
- Design a User Experience for Social Good

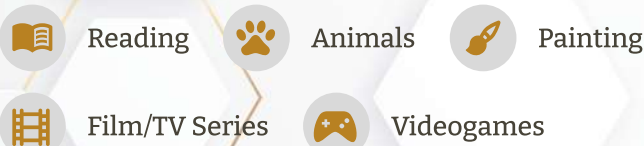
WordPress advanced / Social Media Management

- Advanced tools of Wordpress
- SEO Search Engine Optimization)
- Fundamentals of Digital Marketing/Social Media Marketing Google analytics, Google ADS, Facebook business and LinkedIn ADS
- Basics of HTML/CSS

Graphic and Web Design

- In-depth study of Adobe Photoshop and Adobe Illustrator // Wordpress and the use of plugins such as Elementor
- Cyber security Cookies, GDPR, HTTPS
- Basics of Social Media Management

HOBBIES



EDUCATION

Communication Sciences

Università degli Studi Roma Tre

2016 - 2020 Rome, RM

- Fundamentals of computer science (creation of an HTML page, creation of a CSS style sheet and an XSL file aimed at formatting an XML file)
- Journalism (drafting of several newspaper articles of different kinds in Italian and English)
- Psychology of communication (learning the main communication dynamics, for example non-verbal communication)
- Sociology (learning the main methods of sociological and anthropological research)
- Philosophy (understanding of today's society)

SKILLS

Adobe

Illustrator Photoshop InDesign

Adobe XD

Design

Figma Sketch UX Research

Adobe XD Wireframing Prototyping

Additional

Final Cut Meta Business Suite

WordPress

LANGUAGES

English Proficient ●●●●●●●●

Russian Native ●●●●●●●●

Italian Native ●●●●●●●●

Ukrainian Advanced ●●●●●●●●

GDPR

I authorize the processing of personal data contained in my curriculum vitae based on art. 13 of Legislative Decree 196/2003 and art. 13 GDPR 679/16.