

Maira Tokayeva

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SUMMARY

Experienced UI/UX Designer with a background in Environmental Data Analysis. Passionate about user-centered and sustainable design practices. Unique blend of skills in data analysis, problem-solving, and creating engaging user-friendly experiences across diverse platforms to drive positive impact.

PROJECTS

Research for a Store app - Project at CareerFoundry

05/2023 - 06/2023

- **Problem:** people seek convenient ways to buy sleep and relaxation products, as visiting physical stores is time-consuming.
- **Research phase:** competitive analysis, personas' creation, user flows, prototyping, low-fidelity wireframes and usability test.
- **Solution:** the online store app that offers a curated selection of sleep-enhancing products.

Research for a Recipe app - Project at CareerFoundry

03/2023 - 04/2023

- **Problem:** cooking enthusiasts and meal planners often struggle to find an all-in-one solution for creating, saving, discovering new recipes, and planning weekly meals efficiently.
- **Research phase:** competitive analysis, personas' creation, user flows, prototyping, low-, mid- and high-fidelity wireframes, usability test.
- **Solution:** a responsive app that empowers users to create, save, discover new recipes, and plan weekly meals.

EXPERIENCE

Environmental Data Analyst - Eco-Astana

Astana, Kazakhstan, 2016 - 2021

- Conducted a greenhouse gas audit for large industrial enterprises, such as Tengizchevroil, KazMunayGas, Kazchrome.
- Collected and analyzed ecological data, compiled statistical data from regional departments.
- Successfully led the creation of an Association of 14 different environmental organizations.
- Designed a brand identity of the Association.
- Designed reports and processes to ensure that management receives timely and relevant information.

DESIGN SKILLS

- UX Research
- User Personas
- Design Systems
- Wireframing
- Prototyping
- Responsive Design
- Mockups
- A/B Testing

SOFTWARE

- Figma
- Sketch
- Invision
- Adobe XD
- Photoshop
- Basic HTML and CSS

EDUCATION

UI Design Certificate

CareerFoundry, 2023

Intensive 850+ hours training with industry-leading mentors and hands-on application of design processes and tools.

Bachelor of Ecology and Environmental Management

Moscow State University, 2016

CERTIFICATIONS

Google UX Design

Coursera, 2023

LANGUAGES

English: Professional

Russian: Native

German: Basic