



# Yana Maksimova Boozova

UX & Product Designer, Ready to Craft Success Together

I am a dedicated UX Designer with a strong technical background. As a product person I have a need to collaborate with engineering daily both on product and technical levels. I thrive in collaborative, goal-oriented teams, leveraging my skills in prototyping and understanding of developer tools to create impactful digital solutions.

## Experience

### UX and Product Designer

06/2024 - Current

Novo Nordisk, Hillerød, DK

*Device Component Manufacturing*

- Collaborating with data scientists, ERP super-users, and production stakeholders to deliver data-infused dashboards and experiences that keep technicians, managers and operators informed about production performance.
- Currently working on a project for creating visibility of activities that contribute to production downtime in collaboration with the LEAN department.

### UX Researcher and Designer,

06/2021 - 06/2024

A. P. Møller Maersk, Copenhagen DK

*Captain Peter*

- Guiding product priorities based on UX research insights and product testing in collaboration with the Product and Business owners.
- Customer-Centric Insights: Analyzed user behavior and product usage data alongside qualitative insights, creating customer journey maps and personas to enhance new customer onboarding and facilitate product decision-making within the team.
- Built user poll based on constant outreach and segmenting in UX research initiatives to strengthen feedback loops and customer relationships with the product team.

### Teaching Assistant,

08/2023 - 12/2023

IT University, Copenhagen

*UX Design II Specialisation*

- Incorporating State-of-the-Art design practices for facilitating the creative use of generative AI in academic setting.
- Assisting students during discussions and exercises

### Digital Concept Developer,

05/2019 - 08/2021

PDM technology, Aalborg DK

*Marketing department*

- Website re-design based on heatmaps' and Google Analytics data analysis of website's traffic and interaction.
- Visual Design (online/print)
- Sales - Customer requirements elicitation

## Contact

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## Toolkit

- Figma
- Dovetail
- Miro
- Mixpanel
- Medalia
- PostgreSQL
- PowerBI (Data Visualisations)
- Alteryx Designer / Palantir

## Skills

- UX Research
- Design thinking
- Data-driven design
- Usability testing
- Data analysis and synthesis
- Qualitative research
- HTML/CSS

## Education

### Information Studies (MSc)

AAU, Copenhagen

09/2020 - 06/2022

- User Research and User Experience (UX) Design
- User-Centred Design (UCD) methods;
- Human-Computer Interaction (HCI);
- Online data collection and behavioural analytics

### Multimedia Design &

Digital Concept Development (PBA)

UCN, Aalborg

09/2015 - 01/2019

- Understanding and elicitation of business and customer needs;
- Development of Web User Interfaces (Websites);
- Design of digital products;
- User Research and Communication Strategies;