### Klara Aster Jarolimova **UX/UI** Alicorn



A global UX professional leading cross-functional teams while building intuitive products, looking to

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## April 2023 - present

Freelance Lead Designer

Klarko

enhance and innovate experiences to help building a sustainable future.

Leading UX design and research efforts for startups in healthcare, conservation and Al.

#### July 2023 - August 2024

Senior Experience Designer

Verizon

- Provided artifacts for user research, design, and human centered strategies.
- Organized ecosystem mapping workshops, mentored 10-15 people to map complex systems of integrated product channels.
- Wrote research briefs, conducted usability tests, competitive analysis, synthesized results into reports, and gathered analytical insights.

#### February 2022 - December 2022

Senior UX Designer

Lokion

- Provided design direction, advocating for user centered methodologies.
- Led UX design efforts for Ducks.org
- Planned and conducted workshops, and content and UX audits.

#### October 2019 - February 2022

UX/UI Designer

Rotary International

strategy, analyzed user behavior for informed, evidence based design decisions. Planned and executed workshops, recruiting

Provided direction in design, research, and

- teams of 5-10 stakeholders.
- scheduling between mentors and volunteers as well as voting, networking, application, and onboarding platforms.

Worked on solutions for communication and

# Product Designer & Researcher

February 2019 - October 2019

Took ownership of design strategy and research.

Sertifi

usability testing program, resulting in 30% increase of user engagement.

Collaborated with stakeholders to develop a

Managed testing result synthesis and presented reports to founders, leveraging rapid iterative prototyping to demonstrate and pitch

#### Senior UX/UI Designer

April 2014 - October 2019

Led design, user research and strategy from rapid prototyping and testing to developing.

design solutions.

Elkay

- Redesigned landing pages to reduce overall bounce rate by 20%.
- Traveled to user sites to conduct ethnography studies and testing. UX/UI lead for order management portal that
- 91% of users found extremely user friendly and intuitive.
- Led the implementation of design process and mentored stakeholders on user centered design thinking.
- Applied responsive best practices to develop HTML/CSS component library.

#### April 2010 - December 2012

**UI** Designer

Monster Worldwide

- Designed 40+ education oriented digital properties, which generated over 400K unique visitors per month and \$3M in annual revenue.
- Redesigned the IA, search, and landing pages, and executed in SEO strategies,

resulting in 40% increase in organic traffic.

#### MOST COMMON TOOLS





Sketch/Figma

CSS/HTML/Grid

Miro/Mural

Zeplin/Builder.io/Framer

Wordpress/Sharepoint

GA/Glassbox

JIRA/Notion/GitHub

UserTesting/UserPilot/Maze

PowerMapper/SiteImprove

Cursor/Bolt/Replit/UXPilot



I'm MAC and PC Proficient

# **EDUCATION**

#### M.S. Business IT, HCI Capstone

(Environmental Impact Awareness Cap)

DePaul University (2012 - 2016)

#### B.A. in Graphic Design, Mass Media Communications Minor

UX Management Strategy (IDF)

UNC Charlotte (2002 - 2007)

#### **Certifications**

User Research Methods (IDF) Accessibility Design (IDF) Service Design (IDF) Chrome Extensions Dev (Udemy) How To Design for AI (IDF) UX for Healthcare (IDF)

#### English, Czech - Fluent

Languages

Slovak - Working Proficiency Spanish, French, German - Elementary



Challenge Setter and UX Lead

2020 and 2021 Hackathons

**ACCOMPLISHMENTS** 

**HONORS & ADDITONAL** 

trafficking and healthcare. Super Mentor Distinction

Worked on solutions in anti human

**ADPList** Top 1% of global mentors in 2023.

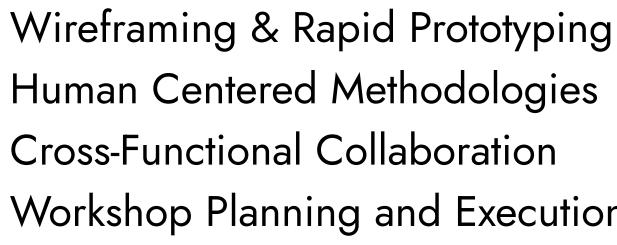
Pending Patent in Al

Al search engine for group messaging in 2023.

> Scholastic Award in Art Installation piece to be displayed

in 2002.

at a Charlotte Douglas Airport



Cross-Cultural Story Teller

Workshop Planning and Execution Qualitative & Quantitative Research UX/UI Design & Strategy Mentorship & Leadership Service Design **Usability Testing** Extreme Programming Accessibility Design and Testing Rapid Prototyping and Iteration