KSENIA HARDY · UX/UI Designer

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https://www.kseniahardy.com/ • please request a walkthrough for the most recent work projects •

SUMMARY

UX/UI Designer with years of experience in brand management, project management, and communications, creating intuitive mobile and web experiences that connect user needs with business goals. I specialize in crafting user-centered solutions for Web and App through research, data-driven insights, sketching, and prototyping. Skilled at transforming complex ideas into sleek, user-centric digital products while maintaining strong alignment with brand values. Strong collaborator who thrives in cross-functional teams and delivers projects efficiently from concept to launch.

SKILLS

Hard Skills:
Figma, Prototyping, User flow, Information architecture, User stories, Usability testing, Interviews, Mind mapping, Wireframing, User research, Jira, User personas, Mobile app design, Interaction design, Design system, Accessibility, basic HTML/CSS, JavaScript knowledge, Project management, Requirement gathering.

Soft Skills:
Collaboration, Communication, Continuous learning, Adaptability, User empathy.

EXPERIENCE

Academy Sports + Outdoors   **December 2023 - Present**
UX Designer

- Served as primary designer within a cross-functional team, consisting of product managers, engineers/developers, and QA, owning the end-to-end design process for User Account experience, Academy's Mobile App, and internal in-store retail application
- Redesigned key customer-facing experiences, including Customer Care Chat, Store Locator flyout, Web Header, and In-Store Pickup flows, incorporating user research and usability testing to improve intuitiveness, reduce friction, and increase conversion rates.
- Designed a "Quick View" feature for mobile App enabling users to select product variants and add items to cart without full page navigation, streamlining the purchase journey.
- Developed and maintained components of Academy's design system, ensuring consistency, scalability, and high-quality UI patterns across multiple products.
- Established a quarterly competitive analysis process to keep the UX team informed of industry trends, emerging technologies, and best practices.
- Created and implemented a standardized design brief intake form and worked with developers to integrate with Jira, improving cross-functional communication, project intake clarity, and workflow efficiency.

Refinery Brands   **June 2022 – December 2023**
                                                                  UX/UI Designer

- Performed user research, user interviews, developed personas, user flows, and information architecture.
- Created Low & Hi fidelity wireframes & interactive prototypes, based on business/user goals and research insights for Web and App.
- Built MVPs to perform usability testing and iterate within short timeframes.
- Performed industry research, competitive/comparative analysis, and content audits.

Loql – Travel App   **February 2022 - March 2022**
                                                                  UX/UI Designer

- Designed an intuitive travel app with a team of UX designers. Main features include personalized recommendations based on gamified quizzes, coordination tools for group trips, optimized travel schedules based on personal recommendations and group preferences.
- Conducted research through user surveys and interviews, identified user themes and pain points.
- Created and conducted usability tests of the interactive prototype in Figma to gain insights that informed the design decisions.
- Lead a team of 5 designers through the project, maintaining delivery timelines.

Sanofi   **September 2014 - May 2015**
                                                                  Junior Brand Manager

- Established Brand strategy and implemented across all channels.
- Conducted qualitative surveys for a new brand and launched the U&A survey.
- Supported the Salesforce team by designing training and promotional materials.
- Coordinated participation in medical conferences, designed and delivered presentations, and medical journal publications.

Sanofi   **October 2012 - September 2014**
                    Department Coordinator | Project Manager for Special Events & Programs

- Leadership role in support of a regional salesforce team of 300 people.
- Performance data analysis, project management, event coordination, and productivity improvement.

Fleishman-Hillard Vanguard   **May 2011 - October 2012**
                                             Senior Account Executive | Public Relations

- Promoted from account executive to senior account executive within six months of employment.
- Applied research techniques to monitor and analyze brand awareness.
- Developed and delivered corporate social responsibility strategies and project promotions.

EDUCATION

Master's degree in Public Relations
Moscow State University, Russia

CERTIFICATIONS

General Assembly - User Experience Design bootcamp - 2022
UX/UI for mobile applications 2022
Figma Academy - 2021