



IULIIA PARAMONOVA

UX Researcher
Tallinn, Estonia

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[Portfolio](#)

EDUCATION

PhD in Information Society Technologies

Tallinn University, 2021 - present

MCs in Human Computer Interaction

Tallinn University, 2019 - 2021

Web design Specialisation

ITMO University, 2015 - 2016

SKILLS

UX Research

Competitive analysis, field research, interviews, surveys, participatory sessions, statistics

UX Design

Personas, CJMs, user flow, sketching, wireframes, hi-fi prototyping

UX Evaluation

Heuristic evaluation, task-based user testing, co-discovery, tasks decomposition

Project Management

Methodology planning, managing teams, tracking progress, reporting, Agile

TOOLS

Figma, Miro, Adobe Suite, Axure, Invision, Jira, Confluence

LANGUAGES

Russian (native), English (C1)

WORK EXPERIENCE

UX researcher

Tallinn University, the HCI group

2021 - Present, Part-time

- Led research and design process to create conceptual prototypes of two digital AI-based tools for early-stage dementia diagnosis support for clinicians.
- Collaborated with a multidisciplinary team of 15 international partners in a consortium, effectively communicating UX strategy.
- Conducted secondary research to understand competitors, best practices, and industry-specific terminology, informing primary research and stakeholder communication.
- Conducted qualitative research, interviewing 45 participants to understand goals, needs, behaviors, and pain points.
- Rethought the project scope for a 5-year perspective and aligned goals with available resources based on research outcomes.
- Collaborated with a UX Researcher to create Personas, Scenarios, User journey maps, and user stories from research data.
- Collaborated with 2 UX/UI designers to employ an iterative design process, creating wireframes and high-fidelity mockups.
- Conducted usability testing.
- Provided the development team with hand-off documentation to support design implementation.
- Co-authored a conference paper detailing the design process and adaptation of UCD to the project's specifics.

Senior UX/UI Designer

Sogo Service, Contract

03.2023 - 09.2023

- Working in a distributed Agile team as a senior designer.
- Implementing system design adaptation to launch MVP on schedule.
- Crafting visually clean interfaces that blend aesthetics with functionality, ensuring brand consistency and following current design trends and best practices.
- Redesigning user flows to deliver a user-oriented experience.
- Creating hi-fidelity prototypes using Figma.
- Expanding the existing design system.
- Adopting complex system design for mobile devices.

VISA

Temporary resident permit for settlement (Estonia, EU)

Until 11.2026

Citizenship

Russia

FOR CONTRACT WORK

Produit Pionnier OÜ

reg. 16674930

Tallinn, Estonia

Senior UX/UI designer

Tallinn University, the HCI group

2019 - 2021 · 2 yrs

- Coordinated in-depth user research and utilised the data to craft user personas and user journey maps for informed design decisions.
- Strategically organised and structured information to optimise content flow and accessibility.
- Planned project strategies to meet goals within set deadlines.
- Coordinated and crafted user flows, wireframes, and high-fidelity prototypes (responsive design).
- Planned and performed task-based usability tests, card sorting, and surveys to gather valuable feedback.
- Conducted user-centred UX writing to ensure a seamless user experience.
- Managed a team of three

UX/UI Designer

Self-employed (eCommerce, Education, Engineering, Construction)

2018 - 2019 · 1 yr

- Conducted stakeholder interviews to gain valuable insights and understand project requirements.
- Translated business objectives into design by developing functions to boost sales and engagement.
- Conducted competitor analysis for informed design decisions.
- Created information architecture to optimise user experience.
- Designed user flows, wireframes, and high-fidelity mock-ups for diverse devices.
- Worked as a UI developer with various Content Management Systems (CMS) including Tilda Publishing, Wordpress, and OpenCart.
- Established visual identities and brand guidelines to maintain design consistency and reinforce brand identity.

Web Designer

OptOptom e-commerce

2016 - 2018 · 2 yrs

- Focused on enhancing User Experience of MVP wholesale eCommerce project after launch.
- Conducted user research to gain insights into user needs, pain points, and behaviours.
- Validated findings through qualitative and web analytics data.
- Ensured product design precisely catered to target audience's requirements.
- Translated business objectives into tangible website features and functionalities.
- Strategically implemented functions to increase sales, engagement, and user satisfaction.
- Coordinated with developers to implement design decisions effectively.