Kseniia (Balaenkova) Daniels

Art Director

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Work experience

Junior Art Director / Creative UX Designer / Jun 2022 - Present /*Arc Worldwide*

- Produced digital, print and animation deliverables while adhering to the brand and retailer design guidelines and implementing the clients' and PR feedback in Adobe Suite.
- Created strategic layout wireframes for beauty brands using Adobe XD and Miro.
- Implemented accessibility best practices throughout design work and presented these standards to the team.
- Collaborated with other Art Directors, Copywriters, and Associate Creative Directors.

Graphic Designer / Sep 2019 - Aug 2021 /*ConnectYou*

- Delivered a unified visual representation of the start-up by designing their Instagram account, YouTube channel, and advertising brochures in Figma, Canva, and Adobe products.

Projects

Access Shopper / Fall 2021 /*Accessibility, Research, Advocacy*

- Conducted competitive analysis, usability testing, & legal research of 6 shopping companies to solve our client's problem of inaccessible customer services for people with speech impairment.

Google Maps: NY Subway / Fall 2021 / *Figma, Research, User Testing*

- Redesigned Google Maps for easier navigation throughout the NY subway by conducting interviews with users and assembling user flow diagrams & wireframes.
- Conducted user testing that inspired a total of 5 prototype iterations and presented my findings.

Visiting Neightbors App / Summer 2020 / *Figma, Prototyping, Design System*

- Prototyped an app for a NY-based charity that helps seniors to live healthy & meaningful life throughout a 3-weeks long design challenge.
- Developed low-fidelity, and high-fidelity digital prototypes with a design system matching the client's preferences, and successfully pitched deliverables to the client.

Education

New York University / Sep 2020 - May 2022 /*M.P.S. Interactive Telecommunications*

Relevant courses: Designing Change, Developing Assistive Tech, UX Design.

University of Bath / Sep 2017 - Jun 2020 /*BSc (Hons) Psychology*

Thesis title: "Focus groups study: Perceptions of online harassment at University".

Skills

Adobe Suite / Figma / HTML / CSS
Web Accessibility / WCAG / UX Design
Research Methods / Usability testing
Wireframing / Prototyping / JavaScript

Achievements

- Certified Professional in Accessibility Core Competencies (CPACC).
- Volunteered at 11 organizations with 276 hours contributed.
- Received 'Bath Award' that acknowledges the dedication to extracurricular activities.