

# POLINA KOBETS

UI/UX Designer

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I am passionate about user-centred design, problem-solving, and designing for meaningful outcomes. Empathy was an essential quality required for my role as a healthcare assistant, and I bring it to my designs. I am interested in the 'why' behind users' decisions, and I enjoy finding the balance between the users' and the brand's needs.

## Education

### BA Graphic Design

University of Hertfordshire  
2018-2023

### CertHE Dental Technician

Cesur Madrid  
2016-2018

### CertHE Nursing Assistant

María Inmaculada  
2008-2010

### Ambulance Technician

Red Cross  
2010

## Skills

Adobe Creative Cloud,  
Sketch, Axure, Protopie,  
Figma, Unity, WordPress,  
Microsoft Office and  
Google Workspace

## Certificates

Web Design in  
Dreamweaver

Autoedition Graphic  
Design with In Design

Registration of Medical  
Devices

## Languages

English | Proficient  
Spanish | Native  
Russian | Competent  
Ucranian | Elementary

## Work Experience

### Designer and Dental Laboratory Coordinator | Feb 2024-Current

#### Uniqa Dental Laboratory

I am currently learning about the work process of the dental laboratory and getting familiar with their clients in order to redesign their corporate image.

### Freelance Graphic Designer | Oct 2023-Jan 2024

#### A.L.C.

For the LA-based luxury fashion brand A.L.C., I designed banners for web and promotional emails.

### Fight Forward

FightForward is a social enterprise that uses boxing to help women triumph over trauma. I am responsible for rebranding and designing the infographics and promotional emails to create awareness of the Fight Forward events.

### UI Designer | Feb 2020-Feb 2023

#### Not on the High Street

I was responsible for creating solutions to improve user experience on our website, Apps and CMS, and worked closely with the Principal UI designer on the Design System. My designs have been incorporated, including a 'similar items' carousel and event labels, and I contributed to the rollout of the rebrand. I followed the double diamond process where, among other tasks, I have made prototypes, assisted the user research, and performed Quality Assurance before the designs went live.

### Brand Designer and 3D Dental Designer | Jun 2018-Aug 2019

#### ATM-ORTO and Dental Creative

I worked on the orthodontic laboratory rebrand, editing the pictures of their products, photographing the appliances for the web catalog, and designing the packaging and advertising materials. I also designed and manufactured dental appliances using 3D methodologies.

### Healthcare Assistant | Apr 2011-Dec 2013

#### Clicina Universidad de Navarra

I worked at a renowned clinic, in an Intensive Care Unit and Oncology ward.

#### Father Menni Psychiatric Clinic

With three other assistants, I was responsible for looking after 10 to 15 patients.

## Volunteering Work

Steward Volunteer at Covid Vaccination Centre | 2021

Conference Usher at Mobile UX London | 2015

UI Designer at WAYTA Group | 2015-2023

Visual designer at UX for Change | 2015

Paramedic at Red Cross | 2010-2014