FILIPA ISAEVA

Digital design | Content creation | Marketing

Ambitious, hard-working and resourceful. I am passionate about learning and expanding my digital skills and knowledge.

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COURSES

October 2023 - November 2023
DIGITALIZATION & BUSINESS DEVELOPMENT
Aarhus BSS
- UX/UI design: designed wireframes, mockups and made an interactive prototype for the case we were working on
- Learned how to balance both the users' and business' needs when designing solutions
- Strategic planning and analytical thinking

EDUCATION

August 2021 - January 2023
INNOVATION & ENTREPRENEURSHIP
Business Academy Aarhus
- Facilitation of development processes
- Interdisciplinary teamwork and communication with various stakeholders
- Conducted various types of analysis (market, customer, competitor)

August 2019 - June 2021
MULTIMEDIA DESIGN
Business Academy Aarhus
- Design of digital solutions (apps, websites, etc.)
- Content creation (visuals, video, text, etc.)
- Adobe Creative Suite (Adobe XD, Photoshop, InDesign, PremierePro)

Specialization: UX design
- Design Thinking process
- Research methodologies and practices
- Prototyping and testing of solutions

WORK EXPERIENCE

April 2024 - May 2024 (2 months)
UX/UI DESIGNER
Edufit • Internship
- Production of graphics and assets for mini 2D games
- Redesigned the dashboard of the teacher web app to improve usability
- Graphic design of banners and thumbnails

October 2023 - November 2023 (2 months)
UX/UI DESIGNER
VisitAarhus • Project
- Facilitated the Design Thinking process in a multidisciplinary team
- Drew actionable insights from research which guided the design decisions
- Made wireframes and a clickable digital prototype in Figma
- Conducted user testing to improve usability

August 2022 - October 2022 (3 months)
PRODUCT DESIGNER
OUTPUT Festival • Internship
- Product design of the merch of the festival
- Redesigned the website of the organisation to respond to users' needs
- Digital and print graphic design (SoMe posts, announcements, flyers, etc.)

LANGUAGES

- Bulgarian (native)
- English (C1)
- Danish (B2)