Vika Djimo

www.vikadjimo.com │ https://www.linkedin.com/in/vikadjimo/

Experience

Product Designer
SV Signs, Toronto | Nov 2024 – Jan 2025

- Led a full-scale website redesign, improving UX and integrating AI-powered personalization, increasing website traffic by 62,67% and boosting conversion rates from 15% to 40%.
- Conducted user research and usability testing, optimizing design decisions.
- Developed scalable UI components, ensuring consistency and efficiency across platform.

UX/UI Designer
OCAD University | April - July 2024

- Designed Tribe Finder, a conceptual mobile platform aimed at improving student engagement and enrollment.
- Created wireframes, prototypes, and user flows for seamless onboarding.
- Conducted UX research, and user testing to refine the product.

Graphic Designer
SV Signs, Toronto | Jan 2014 – April 2024

- Designed real estate graphics, commercial branding, and event visuals, including office wall decals and large-format banners.
- Managed large-scale graphic projects from concept to production.
- Innovated signage solutions, improving visibility and customer engagement.
- Implemented modern design technologies, optimizing workflow and boosting production efficiency.

Marketing and Communications Specialist
Artez Interactive/FrontStream | Sep 2012 – Jan 2014

- Created digital and print content for marketing campaigns, including media kits, brand assets, and PR materials.
- Wrote and optimized blog articles and digital content, increasing engagement and user accessibility.
- Edited video content and conducted A/B testing to improve marketing strategies.

Risk Management Executive
PWC Russia, Advisory Deals | Jan 2008 – Aug 2012

- Led risk assessment processes, identifying and mitigating threats to operations and financial health.
- Developed compliance strategies to meet regulatory requirements and improve operational efficiency.
- Created risk reports and training programs, improving internal risk management processes.
- Collaborated with stakeholders to embed risk controls into daily operations, strengthening organizational resilience

Education

DesignLab, Toronto
UX Academy | 2024
UI/UX Bootcamp: Designing User Friendly Interface with AI | 2024
Advanced Figma | 2024

George Brown College, Toronto
Postgraduate certificate in Sport & Event Marketing | 2013 - 2014
Creative Problem-Solving & Leadership Certificate | 2014

Moscow State Institute of International Relations (MGIMO) MFA, Russia
Master of International Relations | 2006 - 2008

Kyrgyz-Russian Slavic University, Kyrgyzstan
Bachelor of Global Politics and Diplomacy | 2000 - 2005

Skills

UX/UI Design & Research
User Experience (UX) & Interaction Design, User Interface (UI) Design, Wireframing & Prototyping (Low to High Fidelity), Visual Design & Branding, Physical & Digital Prototyping, Information Architecture, User Journey Mapping & Personas, A/B Testing & Data-Driven Design, User Research & Usability Testing, Conversion Rate Optimization (CRO)

eCommerce & Shopify Development
Shopify UX/UI Design & Optimization, Landing Page Design & Customization, HTML, CSS, JavaScript, Liquid for Shopify, Responsive & Mobile-First Design, Page Builders (e.g., GemPages, Shogun, Replo, Unbounce – willing to learn)

Software & Tools
Figma, Adobe XD, Sketch, Photoshop, Illustrator, InDesign, After Effects, InVision, Principle, Keynote, AI-Assisted Design Tools

AI & Emerging Technologies
AI-Driven UX Research & Personalization, Generative AI for Content & Visual Ideation, ChatGPT Integration for UX & Copywriting