

Ina Arnaoudova

DESIGN LEADER | TEAM BUILDER | UX RESEARCHER

EXPERIENCE

Head of Design/ Ecosia

Jan 2017 – Present, Berlin, DE

- Mentor and grow a team of 8 Product, Research, and Content designers, driving career development and team impact while maintaining the lowest churn rate across the product organization.
- Shaping company strategy and OKRs with C-level and aligning design strategy and vision to the company goals in order to keep design focus clear
- Previously worked as Senior Product Designer across multiple teams and as sole User Research Lead, establishing Ecosia's user research practice from scratch and embedding research into product decisions.

Senior UX Manager / Carjump (now Free2Move)

March 2015 – Jan 2017, Berlin, DE

- Managed the UX and design strategy for the product leading to a successful start-up exit.
- Mentored 3 junior and mid-level designers and lead the company as a founding member through its acquisition
- Established UX research, testing, and stakeholder management practices

UX Designer (freelance) / Preconceive

Feb – Mar 2015, New York, USA

- I project managed a team of 2 UX Designers to complete a discovery on how women and practitioners approach maternal health online
- Completed a competitive analysis and persona creation
- Designed and tested a new information architecture

Platform Consultant for Catapult.org / Women Deliver

Jan – Dec 2014, New York, USA

- Worked with developers to improve UX and manage bugs
- Managed the partner user flow by preparing grant agreements and ensuring the timely processing of funds
- Acted as a main point of contact for partners regarding partnership opportunities, crowdfunding projects, and website support

Client and UX Advocate / Modest Needs Foundation

May 2012 – Aug 2013, New York, USA

- Advocated for grant applicants and worked with leadership on proposed UX changes to improve the experience

Freelance Researcher / Various

2010 – 2012, Worldwide

- Fairfood (NL) - Reported on CSR policies within the food industry
- ProFound (NL) - Delivered research for the Dutch Foreign Ministry
- R.H.E.S.T. (Nepal) - Conducted an impact study on the org's projects

English Teacher and Trainer / US Peace Corps

June 2006– Sept 2008, Barda, Azerbaijan

- Applied new ESL practices and led independent leadership clubs for women
- Planned and organized the week long Girls Leading Our World (GLOW) leadership camp for 50+ secondary school students

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SKILLS

coaching and mentorship
growing teams
culture building
facilitation
strategy
research and design ops
user journeys
personas
design thinking

TOOLS

Figma
Miro
UserTesting
Lyssna
Airtable
JIRA / Confluence
Lovable
Personio
Leapsome

LANGUAGES

English	Native
Bulgarian	Native
German	B2

EDUCATION

User Experience Design

General Assembly
New York, NY, USA

MS – International Development

Utrecht University
Utrecht, Netherlands

BA – Political Science

Virginia Tech
Blacksburg, VA USA