

Klara Aster Jarolimova

UX/UI Alicorn



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www.klarko.com

A global UX professional leading cross-functional teams while building intuitive products, looking to enhance and innovate experiences to help building a sustainable future.

EXPERIENCE

April 2023 - present

Freelance Experience Designer **Klarko**

- Leading UX design and research efforts for startups in healthcare, conservation and AI.

July 2023 - August 2024

Senior Experience Designer **Verizon**

- Provided artifacts for user research, design, and human centered strategies.
- Organized ecosystem mapping workshops, mentored 10-15 people to map complex systems of integrated product channels.
- Wrote research briefs, conducted usability tests, competitive analysis, synthesized results into reports, and gathered analytical insights.

February 2022 - December 2022

Senior UX Designer **Lokion**

- Provided design direction, advocating for user centered methodologies.
- Led UX design efforts for Ducks.org
- Planned and conducted workshops, and content and UX audits.

October 2019 - February 2022

UX/UI Designer **Rotary International**

- Provided direction in design, research, and strategy, analyzed user behavior for informed, evidence based design decisions.
- Planned and executed workshops, recruiting teams of 5-10 stakeholders.
- Worked on solutions for communication and scheduling between mentors and volunteers as well as voting, networking, application, and onboarding platforms.

February 2019 - October 2019

Product Designer & Researcher **Sertifi**

- Took ownership of design strategy and research.
- Collaborated with stakeholders to develop a usability testing program, resulting in 30% increase of user engagement.
- Managed testing result synthesis and presented reports to founders, leveraging rapid iterative prototyping to demonstrate and pitch design solutions.

April 2014 - October 2019

Senior UX/UI Designer **Elkay**

- Led design, user research and strategy from rapid prototyping and testing to developing.
- Redesigned landing pages to reduce overall bounce rate by 20%.
- Traveled to user sites to conduct ethnography studies and testing.
- UX/UI lead for order management portal that 91% of users found extremely user friendly and intuitive.
- Led the implementation of design process and mentored stakeholders on user centered design thinking.
- Applied responsive best practices to develop HTML/CSS component library.

April 2010 - December 2012

UI Designer **Monster Worldwide**

- Designed 40+ education oriented digital properties, which generated over 400K unique visitors per month and \$3M in annual revenue.
- Redesigned the IA, search, and landing pages, and executed in SEO strategies, resulting in 40% increase in organic traffic.

MOST COMMON TOOLS



Sketch/Figma	<div style="width: 100%;"></div>
CSS/HTML/Grid	<div style="width: 100%;"></div>
Miro/Mural	<div style="width: 100%;"></div>
Zeplin/Builder.io/Framer	<div style="width: 100%;"></div>
Wordpress/Sharepoint	<div style="width: 100%;"></div>
GA/Glassbox	<div style="width: 100%;"></div>
JIRA/Notion/GitHub	<div style="width: 100%;"></div>
PowerMapper/Sitelimprove	<div style="width: 100%;"></div>
UserTesting/UserPilot/Maze	<div style="width: 100%;"></div>
Cursor, Bolt, Replit	<div style="width: 100%;"></div>

I'm MAC and PC Proficient

EDUCATION

M.S. Business IT, HCI Capstone

(Environmental Impact Awareness Cap)

DePaul University (2012 - 2016)

B.A. in Graphic Design, Mass Media Communications Minor

UNC Charlotte (2002 - 2007)

Certifications

- UX Management Strategy (IDF)
- User Research Methods (IDF)
- Accessibility Design (IDF)
- Service Design (IDF)
- Chrome Extensions Dev (Udemy)
- How To Design for AI (IDF)
- UX for Healthcare (IDF)

Languages

- English, Czech - Fluent
- Slovak - Working Proficiency
- Spanish, French, German - Elementary

HONORS & ADDITIONAL ACCOMPLISHMENTS

Challenge Setter and UX Lead

2020 and 2021 Hackathons

Worked on solutions in anti human trafficking and healthcare.

Super Mentor Distinction

ADPList

Top 1% of global mentors in 2023.

Pending Patent in AI

AI search engine for group messaging in 2023.

Scholastic Award in Art

Installation piece to be displayed at a Charlotte Douglas Airport in 2002.

SKILLS

- Wireframing & Rapid Prototyping
- Human Centered Methodologies
- Cross-Functional Collaboration
- Workshop Planning and Execution
- Qualitative & Quantitative Research
- UX/UI Design & Strategy
- Mentorship & Leadership
- Service Design
- Usability Testing
- Extreme Programming
- Accessibility Design and Testing
- Rapid Prototyping and Iteration