

## HANNA BOZOVA

Telegram: @bozbuzboz

[bozovamua@gmail.com](mailto:bozovamua@gmail.com)

<https://www.hannabozova.com/>

## PROFESSIONAL SUMMARY

UI/UX Designer with a background in digital marketing. My deep knowledge of online marketing models helps me understand how a good design should work to meet the expectations of both business owners and users.

Flexible, responsible, and fast learning. Self-motivated and well-organized due to freelance experience. I'm seeking a position of a WEB designer to leverage my analytical skills, creativity, and marketing knowledge to create user-friendly and appealing interfaces and visuals.

## KEY SKILLS

- Deep understanding of UI/UX principles and trends;
- Deep knowledge of principles of digital marketing, A/B testing;
- Wireframing & Prototyping;
- Experienced in UX writing: content creation, editing, proofreading, copywriting;
- Understanding of user behavior and influence of visual design on conversion funnel;
- Experienced with different types of CMS;
- Excellent proficiency in Figma, Adobe Ps, Ai, Google Web Designer;
- Ability to efficiently solve tasks under strict deadlines;
- Attended to details, independent and self-organized.

## WORK HISTORY

### UI/UX designer | B2B project, freelance | 2025

Redesigned the UI/UX of a defense industry components database, improving navigation, information hierarchy, and accessibility for a better user experience. Conducted UX research, optimized interaction flow, and enhanced visual clarity to meet user needs. Currently in closed beta testing to validate usability improvements before full deployment.

### **Graphic designer | iGaming projects, freelance | 2022 – current time**

Designed high-performing digital assets, including background skins, HTML5 banners, and ad creatives, ensuring a seamless user experience across platforms. Implemented conversion-focused UX writing, improving user engagement and ad effectiveness in multiple iGaming projects.

- Designed visually appealing creatives and developed a standardized design workflow that helps to cut production time.
- Boosted traffic – created visuals and UX content that increased campaign engagement for iGaming and betting.

### **Graphic designer | Amazon sellers, freelance | 2022 – 2025**

Created A+ Premium Content & Enhanced Brand Content (EBC) for Amazon sellers, ensuring high-converting product pages. Designed structured product listings, UX-optimized content blocks, and responsive layouts to enhance engagement and conversions. Ensured compliance with Amazon UI/UX best practices.

- Designed and developed items listing and A+ Premium Content: created engaging visuals and copy for Amazon product listings to boost customer engagement and conversions.
- Copywriting and visual design: crafted compelling descriptions and designed visual assets using Photoshop, Illustrator, and Figma.
- Compliance: ensured all content adheres to Amazon's policies and quality standards.
- Close cooperation with marketer, SMM and copywriter teams.

### **SEO specialist, targetologist | Freelance | April 2018 – February 2022**

Developing and running SEO strategy for e-commerce projects.

Creating and running social media campaigns for e-commerce and sportsbook projects (Facebook, Instagram, Google Ads).

Designing creatives (banners, video, UX writing) for ads campaigns using Adobe Photoshop, Illustrator and Figma.

### **SEO specialist | Lucky Labs | February 2017 – March 2018**

Developing and running SEO strategies. Worked closely with developers, designers and copywriters.

### **SEO & CPC specialist | Freelance | September 2015 – February 2017**

Developing and running SEO strategies for e-commerce projects. Creating CPC Google campaigns for an e-commerce website.

### **Junior SEO & CPC specialist | GORDE Studio | February 2014 – August 2015**

Developing and running SEO strategies for landing pages and e-commerce projects. Work with developers, designers and copywriters. Creating and running ads via Google Ads for e-commerce projects. Deep analysis, optimization and reporting.

## **EDUCATION**

### **Master's degree in Computer Science**

Kyiv National Economic University | Kyiv, Ukraine | June 2015

### **Additional UI/UX Training & Courses**

Completed UX/UI courses on Figma, typography, and illustration (2022 – Present).

Online learning in user research, wireframing, and usability testing.

## **LANGUAGES**

- Ukrainian and Russian – native;
- English – full working proficiency (actively improving);
- Polish – basic (actively learning).

## **HOBBIES**

Trekking, snowboarding, ballet & exploring design trends.