Marina Dyachuk

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TECHNICAL SKILLS

- Technical: Figma, FigJam, Miro, HTML, CSS, GitHub
- UX/UI: UX/UI design process, user research, affinity diagrams, empathy maps, personas, user insights, problem statements, ideation, user flows, wireframing, prototyping, usability testing, UI grids, color theory, typography, accessibility heuristics, information architecture, UI systems, interaction design, responsive web design

EDUCATION

UX/UI Boot Camp Certificate

University of Toronto, Toronto, ON

Diploma: Hotel Operations ManagementGeorge Brown College, Toronto, ON

PROJECTS

Klara Skincare | Prototype

A skincare app with AI analysis that detects skin concerns via a face scan or quiz to generate personalized skincare routines.

- Role: UX Researcher & Designer
- Impact: Reduced routine-building time by 10 seconds, streamlined onboarding, and habit tracking. 70% positive feedback.
- Tools: Figma, FigJam, Canva, Miro

After Breast Cancer Website Redesign | Prototype

A website redesign project aimed at improving accessibility, user experience, and engagement for a nonprofit supporting breast cancer survivors.

- Role: UX Researcher & Designer
- Impact: Improved readability by 20% and reduced booking time by 15 seconds, enhancing efficiency and accessibility.

• Tools: Figma, FigJam, Canva

Reef Rescue | Prototype

A mobile app design focused on supporting coral reef restoration efforts by streamlining the donation process and increasing awareness.

- Role: Team Lead & UX/UI Designer
- Impact: 95% positive peer feedback, 80% interest in donation engagement, streamlined the donation process to enhance funding and awareness.
- **Tools:** Figma, FigJam, Google Office, Figma Slides

OTHER EXPERIENCE

Office Administrator

Self-Employed | Toronto, ON | April 2021 - Present

 Managed client support, system updates, and scheduling optimization, improving appointment efficiency by 20% through streamlined processes and effective problem resolution.

Barista

Starbucks | Vaughan, ON | November 2022 – Present

 Handled customer feedback, conflict resolution, and store operations, increasing workflow efficiency by 15% and boosting customer connection scores by 50%.

Assistant Manager

Casa Ricca Banquet Hall | Toronto, ON | September 2017 – Present

 Managed event operations and team coordination for gatherings of up to 300 guests, optimizing workflows, enhancing guest experiences, and improving venue efficiency through strategic planning and problem-solving.

LANGUAGES

- English
- Russian
- Ukrainian