

NATALIA KOKAREVA

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SUMMARY

UX/UI Designer with 5 years of experience turning early research into shipped products from initial concepts to developer handoff. Most recently spent three years building and maintaining a Figma design system while leading a full checkout redesign for a high traffic consumer platform.

SKILLS

Design: Figma, wireframing, high-fidelity UI design, rapid prototyping, responsive design, accessibility

Systems: Component-based design systems, pattern libraries, documentation standards, token studio migration

Research & Validation: User research, usability testing, design audits, UAT/QA, iteration based on findings

Process: Developer handoff, cross-functional collaboration with engineering, product, and stakeholders

EXPERIENCE

UX/UI Designer

November 2023 - August 2026

Alterra Mountain Company

- Led design for the Ikon Pass checkout experience, a high-traffic seasonal purchase flow with significant drop-off during pass assignment and early exits from checkout.
- When engineering identified the full redesign as infeasible within the timeline, led the restructured initiative into three phased releases: design system modernization, add-ons, and payment to introduce Apple Pay and Google Pay.
- Standardized the team's design-to-developer handoff process to cover annotated states, flow documentation, developer collaboration, and UAT process.
- Created and maintained a scalable component-based design system in Figma, and collaborated on reusable patterns and documentation in Coda.
- Audited the Ikon Pass account and checkout experience to relay inconsistencies between the marketing site, app, and design system.

UX/UI Designer

January 2022 - November 2023

Infosys

- Designed high-fidelity UI mockups aligned to client brand guidelines, supporting consistent user experiences across projects.
- Supported user research and usability testing to validate design decisions and guide iteration.
- Coordinated with product managers to translate designs into functional products, maintaining visual consistency and technical feasibility.
- Worked on a variety of telecommunication client projects including Comcast, T-Mobile and TIAA.

Event Services Manager

April 2018 - December 2021

Andaz New York

- Managed the event services department, overseeing 2 direct reports and event staff to execute high-profile live conferences for Fortune 500 and global organizations.
- Directed end-to-end event experiences including room setup, F&B service execution, and coordination with guest services and sales team.
- Administered event budgets, staffing, payroll, inventory, and billing to ensure operational efficiency and financial accountability across all events.

EDUCATION

Completion Certificate - UX/UI Design

August 2021

DesignLab Academy

Bachelor of Science - Marketing & Hospitality

May 2016

Florida State University