

# GEORGE KHETSOIDZE

UX/UI Designer | Creating Engaging Digital Experiences

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## WORK EXPERIENCE

### Splendid Research GmbH

Mar 2023 - Present

#### UX/UI Designer

- Designed user-centered web and mobile applications, enhancing usability and engagement.
- Conducted user research, wireframing, prototyping, and A/B testing to optimize designs.
- Collaborated with cross-functional teams to ensure seamless integration of design and functionality.
- Contributed to the successful redesign of a major web application, improving user experience and accessibility.

### Cyber Security of Georgia

Nov 2019 - Present

#### Senior UX/UI Designer

- Led a mobile application redesign project, significantly enhancing user satisfaction.
- Developed a new design system that streamlined development processes and optimized design efficiency.
- Collaborated closely with front-end and back-end developers and conducted thorough testing for quality assurance.

### Scientific Cyber Security Association (SCSA)

Dec 2019 - 2024

#### Senior UX/UI Designer

- Developed a secure, user-friendly design framework for a high-profile client, enhancing usability and security.
- Spearheaded a project that resulted in improved client retention through optimized user interface design.
- Conducted in-depth research and created high-fidelity mockups for cybersecurity clients.

### USAID / G-PriEd

Mar 2018 - Jul 2020

#### Mid-Level UI/UX Designer

- Developed user-friendly interfaces that increased website engagement for an education project.
- Led design workshops with educators to align designs with user needs.
- Collaborated with developers to ensure designs were implemented correctly.

## SKILLS

### • Design Skills:

- User Experience (UX)
- Interaction Design
- User Interface (UI) Design
- Visual Design
- Wireframing
- Prototyping
- High-Fidelity Mockups

### • Research & Analysis:

- User Interviews
- Usability Testing
- Information Architecture
- User Journey Mapping
- A/B Testing
- User Research & Analysis
- Critical Thinking
- Problem Solving

### • Software & Tools:

- Figma
- Adobe Creative Cloud
- Sketch
- After Effects (Basic)
- HTML/CSS (Mid-level)
- jQuery (Basic)
- Back-end Development (Basic)

### • Other Skills:

- Typography/Iconography
- Web Design
- Design Systems
- Cross-Functional Collaboration
- Communication
- Feedback Management

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## WORK EXPERIENCE

### Helix Nebula Capital

Jun 2017 - Sep 2019

Mid-Level UI Designer

- Enhanced conversion rates by optimizing user experiences on e-commerce platforms.
- Designed a new product page layout that boosted average session duration.
- Conducted data analysis to identify pain points and improve user journeys.

### The World Bank

Jan 2018 - Oct 2018

Junior UI/UX Designer

- Conducted user research that directly influenced design decisions, enhancing usability and functionality.
- Designed and developed user-friendly web pages that improved user engagement for a Blockchain project.

## EDUCATION

2013 - 2015

WEB DESIGN/DEVELOPMENT

IT Academy

2009 - 2012

BACHELOR'S DEGREE, CIVIL  
ENGINEERING

Georgian Technical University

## LANGUAGES

- English:** Full Proficiency
- Georgian:** Native
- Russian:** Professional Proficiency

## PROJECTS

I have worked on a variety of design projects, specializing in creating user-centered digital experiences for both web and mobile platforms. My experience includes redesigning complex applications, conducting user research, and working closely with cross-functional teams to deliver intuitive and impactful designs.

### MOBROG.COM Web and Mobile App Redesign

Launched: August 2024

Splendid Research GmbH

- Led the full redesign of the MOBROG.COM web and mobile app to enhance user experience and engagement.
- Conducted user research and usability testing to identify pain points and gather feedback for improvements.
- Created new wireframes, high-fidelity mockups, and interactive prototypes to visualize the redesigned interface.
- Collaborated with cross-functional teams, including developers and marketing, to ensure the successful implementation of the new design.

### USAID / G-PriEd Platform Dashboard Design

Launched: Jun 2020

USAID / G-PriEd

- Designed and developed the platform dashboard for the USAID / G-PriEd project, providing an intuitive and user-friendly interface for users.
- Focused on creating a responsive and accessible design that meets the needs of various user groups, including educators and administrators.
- Implemented front-end development using HTML/CSS to ensure the platform's functionality and aesthetics were aligned with the project's objectives.
- The platform continues to be used successfully to this day, demonstrating the long-term value and effectiveness of the design and development work.