HELENA SOKOLOVA

UI Design Specialist

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SKILLS

Figma & Figma Variables
Material You & Atomic Design
Design System Authoring
Accessibility (WCAG 2.1 AA)
Generative & Evaluative Research
Persona Playbook Authoring
Moderated & Unmoderated Testing

LANGUAGES

Czech
English

EDUCATION

B.S. Sep 2016 - May 2020
University of Washington Seattle, WA
Human-Computer Interaction
GPA: 3.84/4.0

STRENGTHS

Specialist Depth

Specialize in admin and dashboard surfaces — high information density, multi-state interfaces, complex permissions — with measurable task-completion outcomes.

Accessibility Discipline

Hold WCAG 2.1 AA as a hard pass/fail, not a nice-to-have; remediated 320+ violations across 60 Stripe Dashboard surfaces.

HOBBIES

Sketching
Photography

SUMMARY

UI Design Specialist with 4 years at Google and Stripe. Designed flagship Google Cloud Console nav redesign (admin task-completion +27%) and authored 28 production Stripe Dashboard components used by 4,200+ external developers. NN/g UX Master + Google UX Certificate + Adobe Certified Expert.

EXPERIENCE

UI Design Specialist — Jun 2022 - Present

Google — Mountain View, CA

Specialist UI designer on Google Cloud Console's admin experience team.

- Designed Google Cloud Console's redesigned global navigation; admin task-completion rose 27% and time-to-action fell 19% across 4M+ monthly active admins
- Built persona-driven design playbook adopted across 14 Google Cloud teams; design QA pass rate rose from 78% to 94%
- Conducted 22 moderated usability sessions and 8 contextual inquiries with cloud admins; insights informed 6 Q3 roadmap items
- Mentored 2 junior designers via weekly 1:1s and bi-weekly design crits

UI Designer — Aug 2020 - May 2022

Stripe — San Francisco, CA

UI Designer on Stripe Dashboard's billing and invoicing surfaces.

- Authored 28 production components in Stripe Dashboard's design system used by 4,200+ external developers and 1.6M+ Stripe businesses
- Redesigned Stripe Dashboard's invoicing setup flow; merchant invoice-creation completion rose 21% and support tickets fell 16%
- Co-led WCAG 2.1 AA audit of 60 Dashboard surfaces; remediated 320+ accessibility violations in 6 months

CERTIFICATES

Nielsen Norman Group UX Master Certification — 2023
Nielsen Norman Group

Adobe Certified Expert — Adobe XD — 2021
Adobe

Google UX Design Professional Certificate — 2020
Google / Coursera