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Hello, I am Tonka, a certified and experienced data driven UX/UI Designer and Illustrator. I am a person with innovative visions and well developed interpersonal and communication skills who is able to devise creative and viable solutions.

My BA in Engineering design set the foundations of my rigorous analytical thinking. Followed by my MA in Graphic Design when I deepened my skills and discovered the importance of building a style. All this together with my experience in the following years help me to express my visions and ideas in the most appealing way.

Through my years of experience I have worked on numerous projects for a number of well known institutions like the NHS, Oxford University, University of Bath, University of Stratford and world wide known brands like Panasonic, HPE, Fujitsu, Epson, Hitachi and many more. I strive to design elegant user experiences using human-centred design as a source of inspiration to solve complex problems.

I truly believe work should give you wings, not chains.

tonka
design

UX/UI & DIGITAL DESIGN

NHS paddle

www.paddleapp.org/

A prescribed app for patients to make the most of their IAPT therapy experience before, during and after treatment.

Paddle is a web and app-based platform for therapy support and follow-up for patients.

The project was commissioned to continuously improve patient outcomes within the Improving Access to Psychological Therapies programmes. This software focuses on relapse prevention and effective post-discharge support for patients.

Designed as part of

initiative
web · mobile · brand · strategy

NHS paddle

www.paddleapp.org/

Paddle a digital service delivered through mobile and desktop platforms that allows the storing of session notes by the patient (with related materials), answering ongoing questionnaires and providing ancillary information.

Designed as part of
initiative
web · mobile · brand · strategy

NHS
paddle

www.paddleapp.org/

My work was specifically focused on improving the user experience together with enhancing the user interface design. Additionally, I was working on developing the user journeys and investigating the most appropriate way to put together and launch a new questionnaire feature.

Unlocking high value leads with a website revamp

Designed as part of

miramar

The challenge was to simplify a complex service by showcasing the benefits of Omnia (which allows customers to deploy customised apps in their workplace) in a concise and engaging manner.

Designing and building the new website to improve user journeys, with a key focus on optimising UX and UI.

At the end we worked on a campaign to get the site in front of the right people and educate them on how Omnia could benefit their business.

Designed as part of

miramar

The solution was to build a website with appealing creative and conversion-optimised messaging.
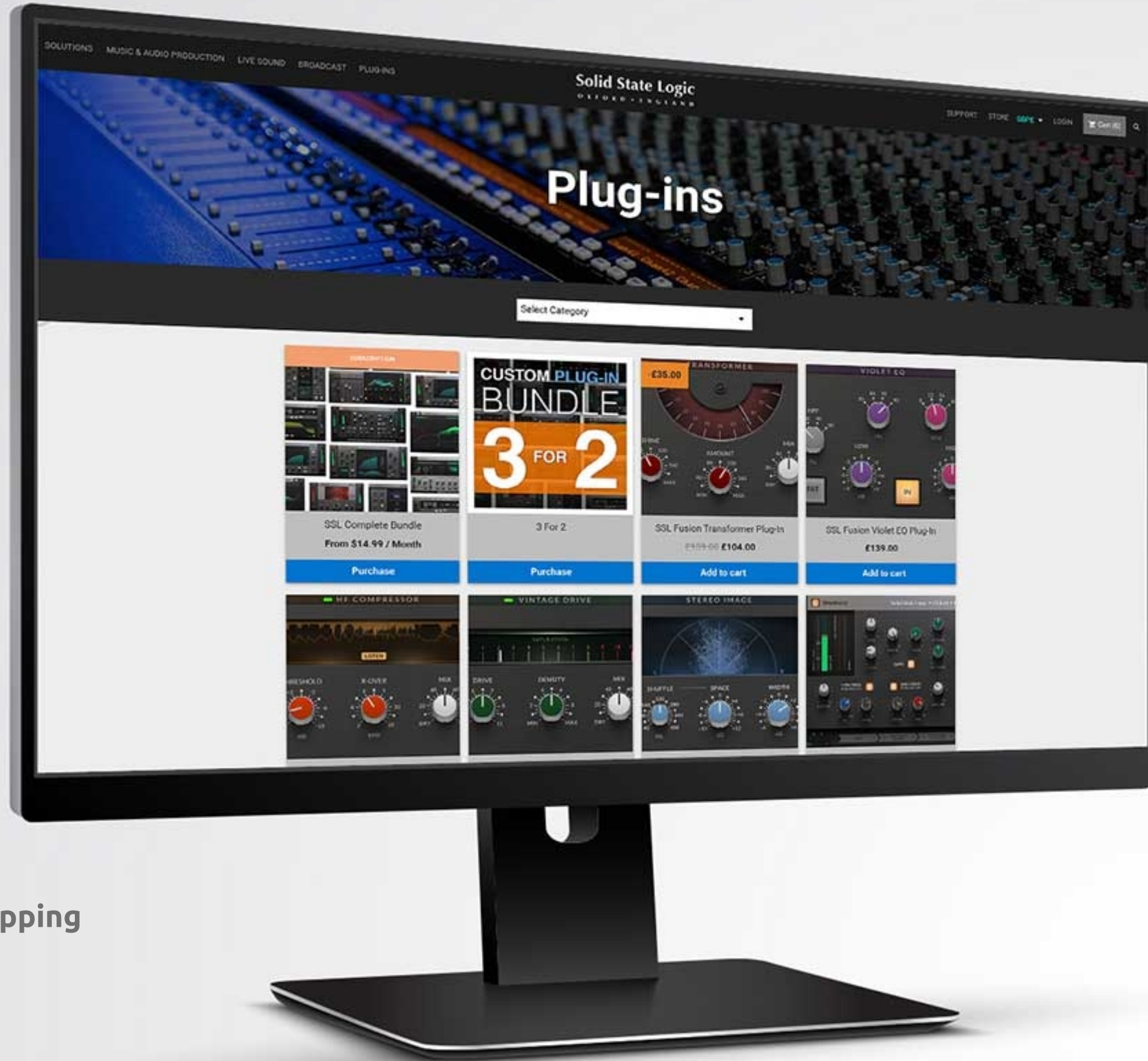
Moreover, I elevated the pre-existing Omnia creative by rolling out a sleek new hexagonal visual motif across all assets that would build brand awareness.

Building credibility is not easy. We developed it further with the use of numerous case studies spotlighting the benefits of using Omnia and running an email campaign to highlight them.

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Panasonic CONNECT

TOUGHBOOK

Continually optimising the site based on user journey heatmapping and weekly tracking reports was one of the key things that helped to monitor the user experience and implement further improvements based on qualitative and quantitative data.

Running an organic and sponsored LinkedIn campaign with weekly optimisations to keep driving the click-through rate also brought results.

" It was great working with the Miramar team on the Omnia campaign, they delivered some fantastic ideas to help us to really break into this new market for us. As always their creative and technical deliverables were spot on, and their communication is clear and fast, no request is too much for them! I cannot recommend the Miramar team enough, they are incredibly friendly and the campaigns we have run with them have always been amazing!!.

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Case Studies

533% ROI

1,288 WEBSITE VISITS FROM LINKEDIN ADS (OVER 2X TARGET)

Solid State Logic
OXFORD · ENGLAND

Plug-ins

SSL2
Professional personal studio

CUSTOM PLUG-IN BUNDLE
3 FOR 2

SSL Complete Bundle
From $14.99 / Month
Purchase

3 For 2
Purchase

£35.00
SSL Fusion Transformer Plug-In
£104.00
Add to cart

SSL Fusion Violet EQ Plug-In
£139.00
Add to cart

-20%
NEW

Mac   Windows   AAX   VST   AU

Product title

£1200   VAT included

£1000   SAVE 20%

**Designing a show-stopping
e-commerce store**

Designed as part of

miramar

Solid State Logic

OXFORD · ENGLAND

Solid State Logic (SSL) wanted a new eCommerce store to improve engagement, push sales, and align the store with their current branding.

One of the main objectives was to penetrate a new market - the US.

They also wanted to improve the customer journey between the main site and store.

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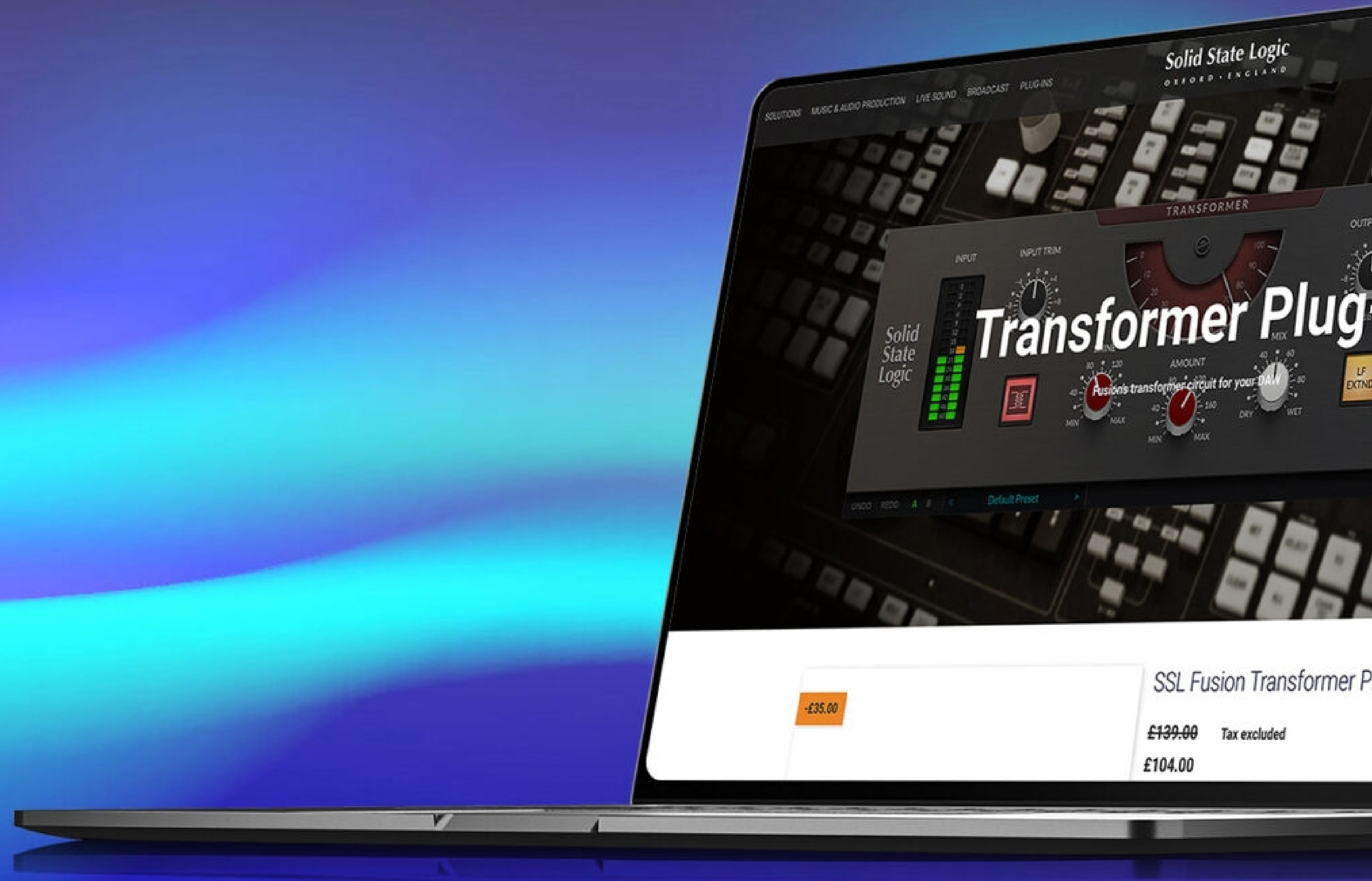
Solid State Logic

OXFORD · ENGLAND

I made sure the website is both aesthetically beautiful and focused on delivering high ROI. I carefully designed the user journeys so they ensure high click-through and conversion rates.

The statistics confirmed that a big percentage of the audience uses the website on mobile devises. So one of the key objectives that was agreed during the discovery workshop was to focus and design a user friendly responsive design.

Solid State Logic

OXFORD · ENGLAND

SSL have ambitious business plans, so I ensured the eCommerce store is both att scalable, and my further analysis strive to continue to enhance it further with regular upgrades.

" Refreshing our Store was key for meeting our growth targets. From the planning to the execution, Miramar made the entire journey seamless. The site looks great, and itºs so easy for our teams to use the store from the backend, too. We are already seeing some fantastic results.
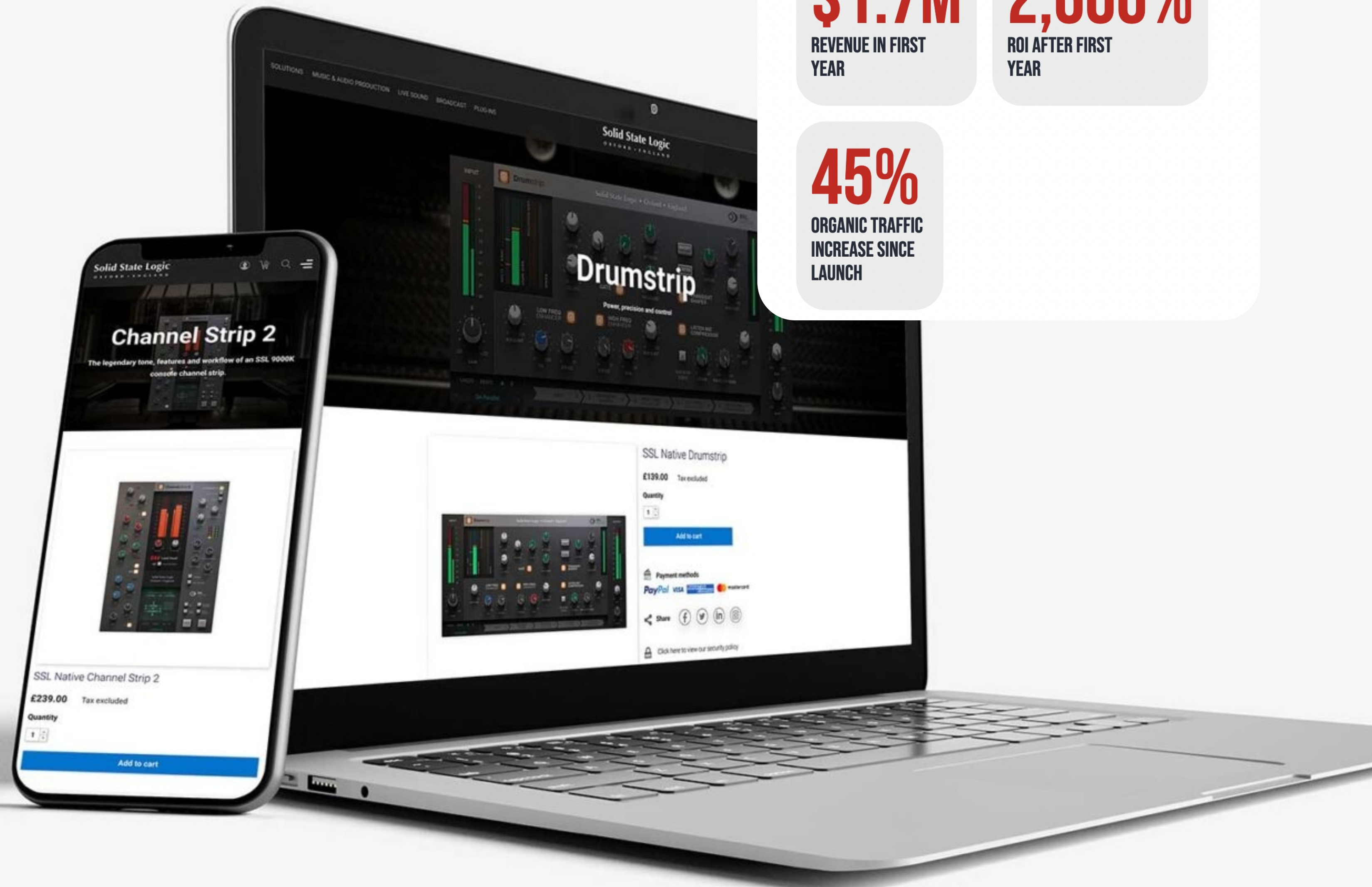
$1.7M
REVENUE IN FIRST YEAR

2,600%
ROI AFTER FIRST YEAR

45%
ORGANIC TRAFFIC INCREASE SINCE LAUNCH

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miramar

Pearson | BTEC

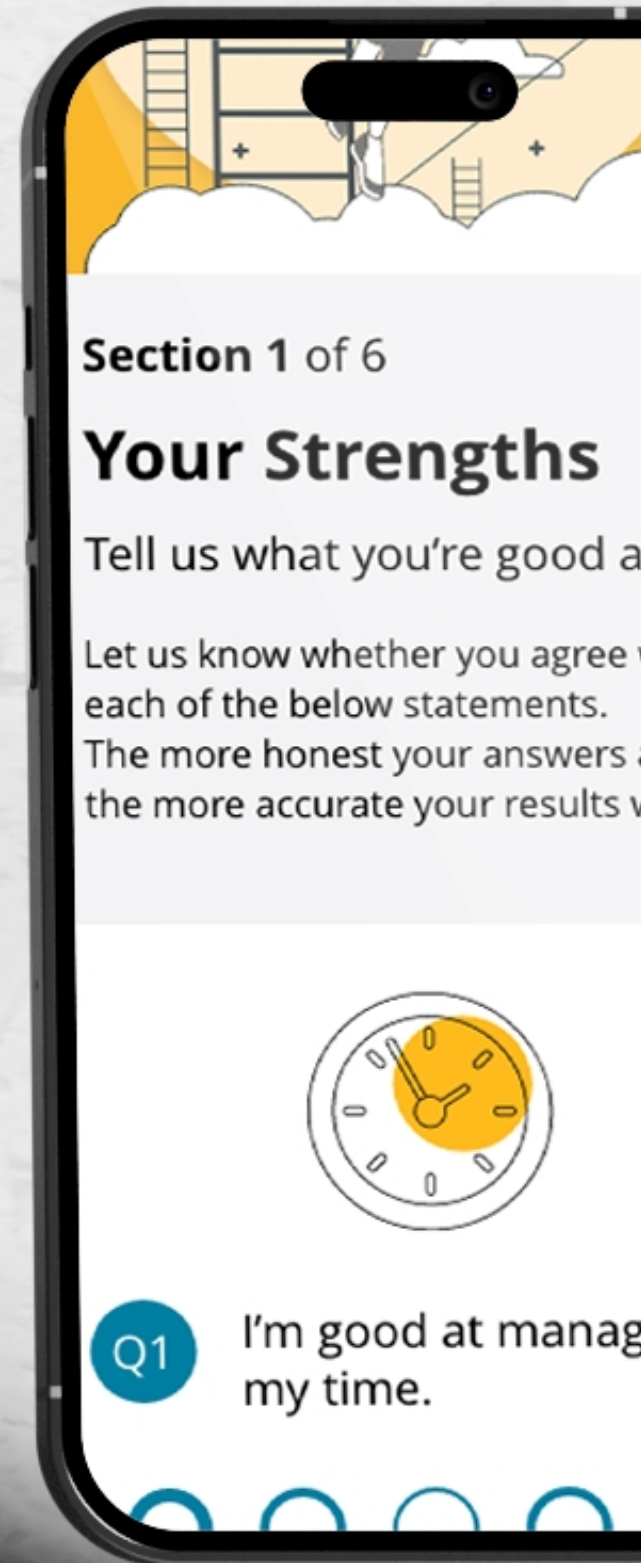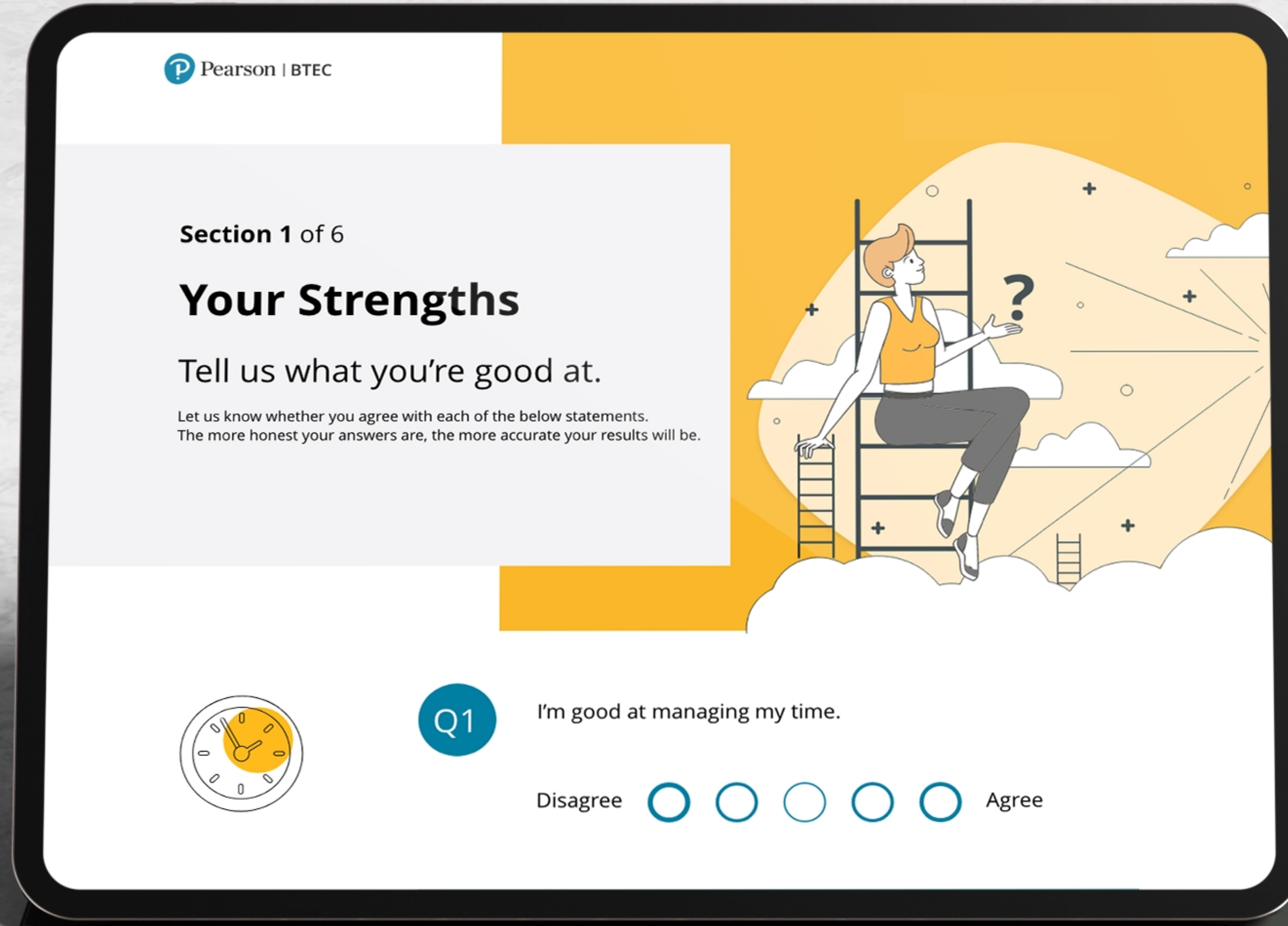www.btecworks.com/student/quiz

Questionnaire Revamp

Pearson questionnaire is a web based platform that helps students with their subject choice for their future studies.

Project's objectives:
- transform the questionnaire and make the mobile experience more user friendly
- Get more students to take the quiz
- Help to improve the number of submissions.
- Further improve the questionnaire by rethinking and redesigning the results delivery.

Pearson | BTEC

Section 1 of 6

Your Strengths

Tell us what you're good at.

Let us know whether you agree with each of the below statements.
The more honest your answers are, the more accurate your results will be.

Q1   I'm good at managing my time.

Disagree ◯ ◯ ◯ ◯ ◯ Agree

Section 1 of 6

Your Strengths

Tell us what you're good a

Let us know whether you agree
each of the below statements.
The more honest your answers
the more accurate your results

Q1   I'm good at manag
my time.

Making sure absolutely everything is accessible and there is enough colour contrast was essential. The questionnaire has a very wide audience and making sure they all can read and access all features was of vital importance.
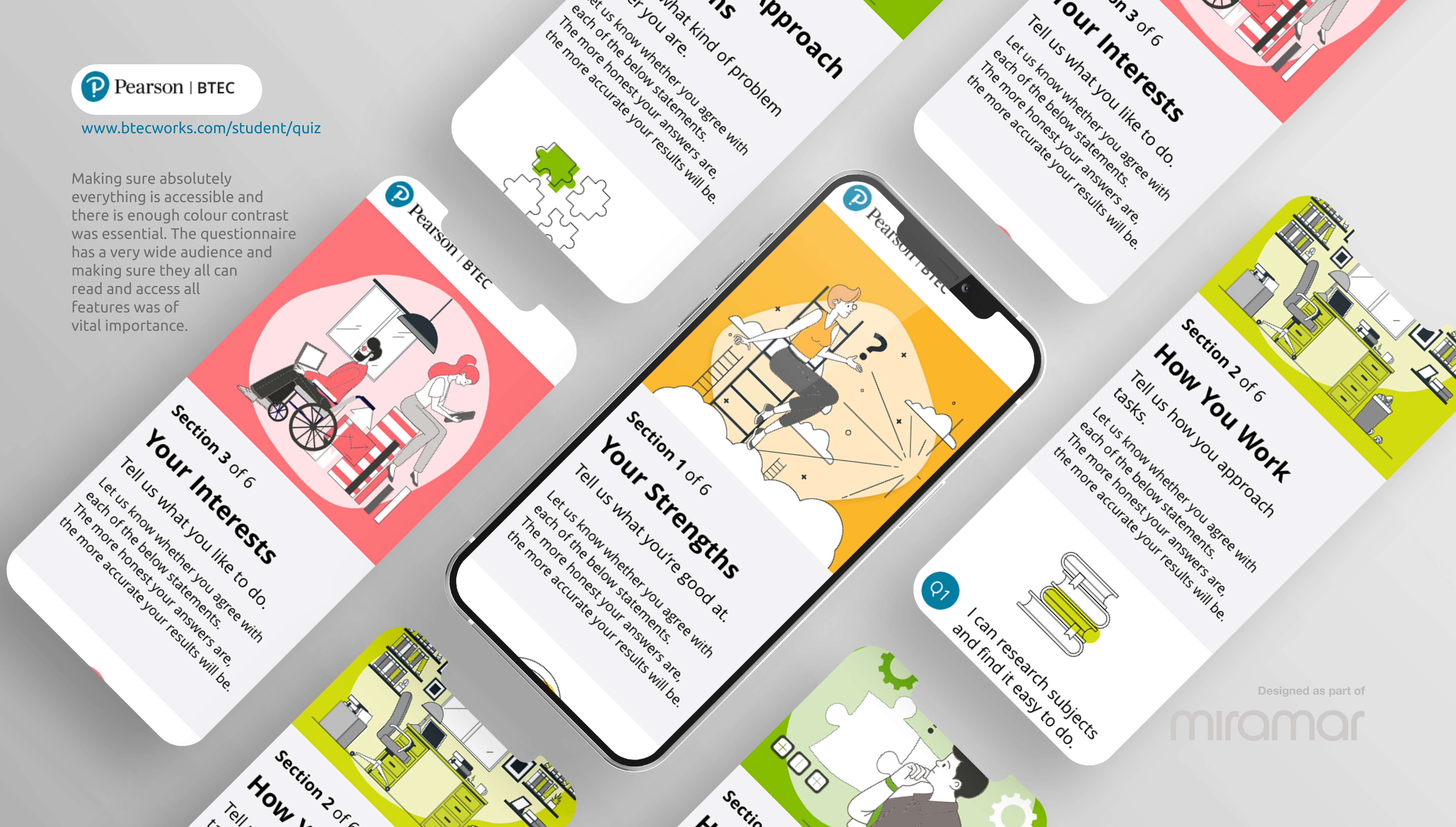
Section 3 of 6
Your Interests

Tell us what you like to do.

Let us know whether you agree with each of the below statements. The more honest your answers are, the more accurate your results will be.

Section 1 of 6
Your Strengths

Tell us what you're good at.

Let us know whether you agree with each of the below statements. The more honest your answers are, the more accurate your results will be.

Section 2 of 6
How You Work

Tell us how you approach tasks.

Let us know whether you agree with each of the below statements. The more honest your answers are, the more accurate your results will be.

Q1
I can research subjects and find it easy to do.

Designed as part of
miramar

www.btecworks.com/student/quiz

Keeping up with the brand guidelines was considered very important to the brand awareness, so all the new elements and illustrations followed strictly the design guidelines.

One of the ways my team solved the never-ending list of questions and helped the users to engage more easily with the quiz was to group the questions into 6 sections and assign a topic to each of them. We also applied a way more intuitive way to inform the users of their progress. The result was a fun, welcoming, well thought-through and easy to complete questionnaire.

To achieve even better results, all the questions were carefully analysed and rewritten.

Designed as part of

miramar

Pearson | BTEC

I have also created a series of illustrations and SVG animations to complete the look and enhance the friendly appearance.

We don`t have any feedback and quantitative data yet as the project was launched quite recently.

Since the project was recently launched we are waiting for quantitative data in order to measure and further optimise the quiz.

Designed as part of

miramar

are best for **you**!

We've used your answers to find out which BTEC subjects are the best match for your skills and interests. Take a look at the list below to see the subjects you're most suited to.

#94e7ea

Your top 10 subjects

See what percentage match you are for each one.

1.	**Subject A**		90%
2.	**Subject B**		80%
3.	**Subject C**		75%
4.	Subject D		73%
5.	Subject E		65%
6.	Subject F		50%
7.	Subject G		45%
8.	Subject H		45%
9.	Subject I		20%
10.	Subject J		20%

Take the quiz again

BTEC works
for students

BTECs cover the skills and behaviours of different career sectors. They help you to prepare for your future career by teaching you things you can apply to real-life work situations.