ALINA BOCHKACHEVA

Product Designer

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Work Experience

AUGUST 2015 - NOW

DUO Security

Cloud-based two-factor authentication, a Google Ventures backed cloud SaaS company now valued at over a billion dollars.

Product Designer III

- One of three founding members of the product design team.

- Designed Duo's first data visualization feature called Duo Insight, which helps customers like Etsy and Facebook identify risky devices accessing their corporate infrastructure. This feature led to a significant increase in sales of higher profit margin Duo editions.

- Led design of the "Trusted Endpoints" feature, the most technical feature ever delivered by Duo. Validated all mockups by performing usability testings and user interviews, crafted humane language and delivered intuitive user flows.

- Created Duo's product design internship program, including community outreach through planning design jams, interviewing 20+ candidates, performing interviews and managing several mentors on the product design team.

- Collaborated closely with Duo's highly technical and security oriented engineering and product teams to ensure clarity of goals, results and technical limitations.

- Led the use of success metrics on the product design team and followed up each project with quantitative research to determine success or failure of the design work delivered.

- Facilitated the product design weekly team meetings for 1.5+ years, taking feedback and iterating to deliver a format that best suited the team.

NOVEMBER 2014 - MAY 2015

MyFab5 Inc

Restaurant discovery app with 10,000 users

Lead UI/UX designer and front-end developer

- Introduced and maintained style and code guides for HTML, CSS, and Github to promote better practices and improve collaboration among the team.

- Redesigned and hand coded (HTML, CSS) the home, business and user pages, ensuring that they would display properly on a variety of device types (responsive design) helping to increase traffic by over 300%.

- Redesigned an iOS app with over 100 screens, from sketches to high fidelity prototypes, performing frequent usability testing to deliver clear and intuitive interfaces that users could navigate easily.

APRIL 2011 - SEPTEMBER 2014

Edlio Inc

Proprietary, subscription based CMS for K – 12 schools.

UI/UX designer and front-end developer

- Prototyped and designed features launched to 40,000 users.

- Implemented regular user testing and conducted research for product decisions via user feedback, database analysis, and user tracking in Mixpanel.

- Modernized front-end design practices, introducing techniques like CSS animations and resolution independent graphics. Experience solving issues display issues across multiple browsers, operating systems and device types.

Skills

Usability testing

Contextual inquiry

Preliminary interviews

Gathering of requirements

User stories

User flows & storyboarding

Pen & paper wireframes

Hi-Fidelity mockups

Interactive prototypes

Rapid iteration

Nomenclature

Technical Skills

Sketch

Photoshop/Illustrator

InVision/Marvel

HTML

CSS

JavaScript

Git/GitHub

Education

Ufa State Aviation Technical University

Bachelor of Science, System Analysis

General Assembly

Product Management
12 weeks business course