

# MARIA SZUBSKI

UX Designer & Front-End Developer

## EXPERIENCE

### UX Designer

Nielsen • 2012 to Present

Govern Nielsen's collection of big data applications to ensure brand cohesion, consistency, and ease of use. Design across multiple frameworks including Sencha, AngularJS, MicroStrategy, and D3. Create consumer-facing mobile applications using the iOS and Material Design guidelines. Defined, organized, and documented revised UX Standards, making them easily accessible to all Nielsen employees.

### Digital Product Design Intern

Moment Design • Winter 2012

Improved usability and consistency of data-driven web and mobile products. Researched rapid prototyping tools to accelerate company's output.

### Interactive Design Intern

The Ant Farm • Summer & Winter 2011

Developed jQuery-based sites to publicize company achievements. Created assets for advertising campaigns, including Flash banner ads and social media themes.

### Digital Design Intern

JCPenney • Summer 2010

Improved customers' shopping experience by redesigning interfaces for iPad and large-format kiosk applications. Pitched concepts for digital shopping experiences.

### Web Design Intern

Evenflo • Summer 2009

Maintained internal CMS and social networks. Built interactive guides in Flash to provide customers with tips for using the company's products.

## VOLUNTEER EXPERIENCE

### Web Development Teaching Assistant

Girl Develop It: Cincinnati Chapter • 2015 to Present

Provide mentoring and resources to students taking Intro and Intermediate level HTML/CSS courses.

## PUBLICATIONS

### Quantifying the Business Value of User Experience

Nielsen White Paper • September 12, 2014

Co-written publication that discusses the measured impact of improved User Experiences. This paper and accompanying presentation led to better positioning for our team within Nielsen.

## SKILLS

### Development Specialties

HTML5 • CSS3 • LESS

ECMAScript 6 • jQuery

GitHub • Grunt

### Design Specialties

User Experience

Web and Mobile Interfaces

Responsive Design

Data Visualization

Usability Testing

## EDUCATION

### B.S. Digital Design

University of Cincinnati • Class of 2012

Participated in the Professional Practice program, alternating quarters of courses with job experience in the field of Digital Design.

## INVOLVEMENT

### Organizations

Nielsen Employee Engagement Team

Google's Women Techmakers

### Awards & Recognition

Best Tablet App: C-DAR Challenge

Integration Award: Nielsen Family App

Integration Award: Nielsen Item Coding App

Nielsen White Paper Author Series Panel

## CONTACT

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**LOCATION** Cincinnati (Open to Relocating)