

mischa abakumova

EXPERIENCE ●

COORDINATOR | Parsons School of Design, 2018 - Present

- Designed, built and implemented a cross-departmental inventory management system for over 15K products.
- Redesigned systems workflow for tool reservations resulting in a user engagement increase of 70%.
- Qualitatively & quantitatively analyzed data and user behavior to identify products' key requirements, devise road maps and budget guidelines.
- Managed relationships with key stakeholders to drive strategic initiatives including cost reduction, sourcing, and workflow optimization.
- Spearheaded user testing, POC's and MVP's for multiple products integrating agile methodologies into the educational environment.

PRODUCT DESIGNER | Freelance, 2016-Present

- Oversaw assets creation for web and mobile including persona creation, site maps, user flows, wireframes, and UX/UI elements to optimize functionality for key audiences.
- Conceptualized and built custom hardware/software solutions for a wide range of contexts and clients including Panorama music festival, Red Bull, Type/Code, Natix, and various music acts.
- Engineered cross-platform interactive prototypes for idea validations, client presentations, play tests, and user-testing studies.

DESIGNER | DEVELOPER | Ayo's Studios, 2017 - 2018

- Led interdisciplinary team of 7 in building custom web applications for cultural institutions, including Brooklyn Museum, and CMU.
- Translated creative concepts into clear sets of deliverables including site maps, user flow, UX/UI that aligned with clients' expectations and deadlines.

PRODUCT DESIGNER | Blink Blink, 2015-2016

- Designed STEAM kits with emphasis on teaching electronics through application of arts and crafts.
- Storyboarded, produced and animated video tutorials generating over 4k views across multiple viewing platforms.
- Conducted qualitative market research of educational market to formulate marketing goals and expand product vision.
- Managed kit production line delivering to 2K+ users.

CO-FOUNDER | Architecture of Movement, 2008-2010

- Developed and executed strategy for a month long art festival increasing attendance rate to 5K visitors annually.
- Successfully developed and managed critical relationships with local and national artists, city officials and corporate sponsors.

SKILLS ●

CREATIVE DIRECTION
PRODUCT DESIGN
PRODUCT MANAGEMENT
INTERACTION DESIGN
UX/UI DESIGN
VISUAL DESIGN
DESIGN RESEARCH
USER TESTING
USER FLOW
WIREFRAMING
RAPID PROTOTYPING

TOOLS ●

ADOBE CREATIVE SUITE
SKETCH
INVISION
PRINCIPLE
GITHUB
MICROSOFT OFFICE

LANGUAGES ●

HTML | CSS
JAVASCRIPT
JQUERY
RUSSIAN

EDUCATION ●

Parsons School of Design
Design and Technology (BFA)
Dean's Merit Scholarship,
Magna Cum Laude. 2014-2016

Yaroslavl Technical University
Architecture (BS). 2007-2010