

# Valeria Zaide

# UX Designer

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User Experience Designer with marketing background seeking UX role with a great team to create useful, accessible, and appealing products for everyday people, and become a better designer. As a UXD I focus on exploring user's goals, needs & behaviors and translating the research insights into creative designs, as well as building perfectly logical and simple structure and architecture.

## Experience

### **Marketing Specialist & Event Coordinator at First Tech Federal Credit Union; Portland, OR, USA (February 2016 to April 2017)**

- Created, designed, and delivered client-specific collateral for Business Development team. Researched and analyzed campaign results and survey data to develop and present reports on my findings.
- Provided coverage for various departments' creative services production, nationwide branch signage and branding, and managed all external events logistics, including numerous Benefit Fairs and on-site member/prospect events with major clients (Microsoft Corporation, Intel, Cisco, Amazon, etc.).

### **Executive Administrator & Marketing Assistant at Be One Solutions; Tel-Aviv, Israel - Portland, OR, USA (June 2013 to March 2015)**

- Handled administrative procedures for all the major clients' accounts across the globe (LORD Corporations, CPM, and AT&T).
- Initiated and coordinated various marketing activities across the subsidiaries, including telemarketing & e-mail campaigns, social media marketing, presentations for quarterly company meetings, design of collateral materials, copywriting of weekly/monthly newsletters.
- Redesigned and restructured company's website, which critically increased business' visibility and brand awareness.
- In order to gain trust of potential new clients by demonstrating compelling case studies, created and edited Customer Success Story book.
- Unified and optimized company's internal and external reporting and billing systems by managing the implementation of new Integrated ERP and Project Management Solution (MARIPROJECT). By documenting work procedures and creating manuals, achieved great improvement in efficiency and standardized output by administrative staff across all the company's subsidiaries.

### **Technical Writer/Translator at BelPG; Minsk, Belarus (December 2011 to May 2013)**

Translated technical documents and manuals for heavy industrial equipment into English, Russian, and Chinese Mandarin.

## Education

**User Experience Design (Certificate)** - CareerFoundry, remote, 2017-2018

**Chinese Mandarin Language, International Economics & Trade (BA)** - Dalian University of Technology, Dalian, China, 2008-2012

## Skills

**Design:** Personas, Wireframing, Prototyping, Information Architecture

**Research:** Interviews, Surveys, Usability Testing, Comparative Analysis, A/B Testing

**Tools:** Sketch, Illustrator, Balsamiq Mockups, Omnigraffe, inVision, MS Office Suite,

**\* Development:** HTML/CSS, JavaScript, WiX, WordPress

**Other skills:** remote work (3+ years), multi-lingual (Russian, English, Hebrew, Italian & Chinese Mandarin).