

MAIJA PERFILJEVA

UX Designer with e-learning and instructional design background. Experienced in analysis, research, stakeholder management and making data-driven decisions.

CONTACT

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SKILLS

UX research
Competitive analysis
User journeys
Story mapping
Prototyping
Wireframing
HTML and CSS
Agile / SCRUM

TOOLS

Figma
InVision
Adobe XD
Adobe Photoshop
Balsamiq
UsabilityHub
OptimalWorkshop
Hotjar
GitHub
Atom
JIRA
Confluence
QuickBase

LANGUAGES

Russian: native
English: C2, fluent
Latvian: C2, fluent
German: B2, fluent

EDUCATION

UX Designer / 2018 - 2019

CareerFoundry

- 500 plus hours of UX training with industry-leading mentors, spanning from user research to information architecture, wireframing and prototyping.
- Completed *Frontend Development for Designers* specialisation, coding own portfolio site.

Certified SCRUM Product Owner / 03.2019

SCRUM Alliance

MA in Online and Distance Learning / 2013 - 2015

Open University

Professional MA in Teaching English / 1998 - 2003

University of Latvia

WORK EXPERIENCE

PRODUCT OWNER / 01.2019 – current

Close2Real / Berlin, Germany

- Joined as Instructional Designer, but stepped in as a technical PO for a Learning Management System. Transformed stakeholder feedback into transparent roadmap and product backlog, improving team velocity and feature delivery.

EDUCATIONAL TECHNOLOGIST / 08.2016 – 12/2018

Relias Learning / Berlin, Germany

- Analysed audience needs, stakeholder feedback and survey data to design and improve e-learning products for UK and Germany, leading to increased NPS.
- Mentored and onboarded junior E-learning Developers.

INSTRUCTIONAL DESIGNER / 09.2013 – 04.2016

Amazon / Berlin, Germany

- Designed and managed largest on-boarding curriculum for Kindle CS, leading to KPI improvements and successful Amazon.nl and .au store launches.
- Set e-learning design standards within global ID team, reducing development time and improving reusability of assets.

LEARNING & DEVELOPMENT SPECIALIST / 03.2009 – 04.2013

Blizzard Entertainment / Cork, Ireland

- Owned full instructional design process (training needs analysis, iterative design and evaluation of training outcomes) for training programs within EU In-Game Support, leading to reduced time to competency and improved KPIs.