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## DEVELOPMENT

HTML5  
CSS3  
SAAS  
JAVASCRIPT  
JQUERY  
BACKBONE  
UNDERScore  
GIT

## PROTOTYPING

PHOTOSHOP  
ILLUSTRATOR  
ADOBE XD  
SKETCH

## DATA

GOOGLE ANALYTICS  
GOOGLE OPTIMIZE  
MOZ SEO

## SKILLS

USER-CENTRIC DESIGN  
USABILITY TESTING  
UI WIREFRAMING SCRUM  
PLANNING PRESENTATIONS  
DATA VISUALIZATION  
MOBILE DESIGN  
USER RESEARCH

## LANGUAGES

ENGLISH  
RUSSIAN  
SPANGLISH

# Roman Belopolsky

## USER EXPERIENCE DESIGNER

### UX Designer

iGain LLC

Mar 2018 - May 2019

New York, NY

- Created user journey maps to illustrate user & business goals across a variety of products
- Worked to establish clear brand guidelines and gave all products a consistent visual identity under the umbrella of our new company
- Implemented UX updates to newly acquired products that improved acquisition and retention rates based on years of research and results collected from our main product
- Collaborated with team leaders across all products in weekly meetings to communicate UX and design goals
- Led exploratory projects to conceptualize and pitch opportunities for radically new features across product range
- Worked with social media teams to establish clear tone and visual identity as well as across channels
- Negotiated deal with TrustPilot for all products > designed positive feedback acquisition method that led to 4k+ positive reviews in the space of a few weeks > integrated that high rating into registration flows to improve user trust and conversion rates

### UX Designer

SayForExample LLC

Feb 2013 - Feb 2018

New York, NY

- Redesigned brand identity to improve perceived brand value and trustworthiness
- Rearchitected website to be responsive and cross-browser friendly
- Greatly improved mobile experience, increased retention rate for mobile users, and leveled key usability metrics like bounce and exit rates across all major browsers
- A/B + MV tested various registration flows to refine user experience and increase end of funnel conversions and revenue
- Designed and introduced unique onboarding flow to improve day 1 retention rates and increase average session durations
- Designed and introduced a reward program to add unique brand value and improve active user satisfaction by alleviating frustration at key pain points in user experience
- Acted as UX advocate in cross-functional team meetings to explain the reasoning behind the need for new features, design and UX improvements
- Worked with designers and sales team to ensure all marketing materials were on brand and consistent
- Designed and oversaw the production of all printed business materials and conference table presentation
- SEO optimized site, blog, and landing pages to significantly improve organic acquisition totals
- Designed and developed HTML5 mobile app in collaboration with development team

### Front-end Developer

Outdoor Shopping LLC

Apr 2011 - Jan 2013

Brooklyn, NY

- Designed and developed the full-scale E-Commerce Website
- Redesigned company logo
- Created new landing pages to improve product-focused conversions
- Designed integral marketing materials for use with Google Ads
- Oversaw the development of a clear brand identity and tone