VICTORIA WEIDENBAUM
Product Designer
⊙ San Francisco, CA

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Product Designer with a passion for distilling complicated problems into simple, minimal solutions and iterating in order to find out which works best for users and meets business objectives.

SKILLS: User Centered Design, UX/UI, User Research, Focus Groups, Sketching, Wireframing, Rapid Prototyping, Personas, Information Architecture, Interaction Design, Product Design, Branding and Identity, Graphic Design, Digital Design, Agile, Scrum **TOOLS:** Sketch, Adobe Creative Suite, Invision, Zeplin, UXPin, Axure, Balsamiq, Agile, Scrum, HTML5, CSS3, SourceTree, JIRA, Pivotal Tracker, Ant Design, D3 Component Library.

FR8STAR   *specialized freight platform, connecting shippers with carriers*   July 2017 - Current
Product Designer

- creating a better two-sided marketplace user experience for shippers and carriers in freight
- designed a new flow resulting in a 200% increase in bids - a key performance metric
- responsible for designing complex responsive functionality like an estimate calculator, load scanner, search, and user on-boarding
- focusing on end-to-end feature development from user research to prototyping and UI design to close collaboration with development team
- analyzing key user metrics to iterate quickly and validate designs
- working with product design team to establish best practices, user artifacts, and component library

BRANDLESS INC   *CPG, e-commerce website, brandless.com*   February 2017 - May 2017
UX/UI Designer

- designed pixel perfect visual interface for responsive website
- created user flows and wireframes for responsive website, scoped MVP
- determined style guides for the brand in collaboration with design team
- worked closely with the team of developers, designers, product managers in an Agile environment

FREELANCE PROJECT WORK   March 2015 - May 2017
Product Designer, UX/UI, Web

- worked on product validation using lean user research methods for Zorp Technologies Inc
- scoped and determined an MVP, created wireframes of IOS app for Zorp Technologies Inc
- created responsive website, marketing collateral and branding for BIOAGE labs
- created a new website from scratch for HGBusinessLaw LLP
- designed logos, created guidelines, marketing collateral, digital banners

LADYMARRY   *Google Play's #1 wedding planner app*   March 2016 - June 2016
UX/UI Designer

- designed data driven UX and pixel perfect visual design of onboarding experience for Android which led to sign up growth
- determined new user flows for wedding planning process, established style guides for the brand

THE WALT DISNEY COMPANY   *Disney Channel*   February 2014 - March 2015
Design Manager

- created The Disney Channel's national advertising campaign which increased ratings
- led several research studies with audiences of Disney Channel, including focus groups research with more than 30 participants in order to validate new branding of the channel
- managed the team of six designers, guided all design projects met tight weekly deadlines
- organized the Star Wars corner at Russia's first Comic Con

EDUCATION:
Springboard / **UX Design**   2016
Financial University of RF / **MS in Economics**   September 2008 - July 2013