

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

Skills: User Centered Design, UX, UI, User Research, Interaction Design, Visual Design, Information Architecture, Data Visualization, Usability Interviews, Concept Interviews, Surveys, Personas, Focus Groups, Rapid Prototyping, Wireframing, Sketching, Branding and Identity, Agile, Scrum.

Tools: Sketch, Adobe Creative Suite, Invision, Zeplin, Principle, UXPin, Axure, Balsamiq, HTML5, CSS3, SourceTree, JIRA, Pivotal Tracker, Ant Design, Material Design, D3.

FR8STAR Two-sided marketplace, transportation / logistics; FR8Star.com

Jul 2017 - Present

Product Designer

- designed a new feature for carriers that allows them to customize their load board. This feature resulted in a 200% increase in bids (a key performance metric) within the first 2 weeks
- designed core flows of the website: RFQ (request for quote) flow for shippers, shipment calculator for partners, permit calculator for carriers, user onboarding, payments, reviews, account settings and etc.
- supporting end-to-end feature development: from user research through prototyping to qa
- collaborating closely with leadership, engineering, customer service and other departments to determine feature requirements
- leading user research and conducting user interviews
- analyzing key user metrics to iterate quickly and validate designs
- maintaining component library

BRANDLESS CPG, e-commerce website; brandless.com

Feb 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 Agile

FREELANCE PROJECT WORK

Mar 2015 - May 2017

Product Designer, UX/UI, Web

- worked on concept 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 data-heavy website MortalityPredictors.org

LADYMARRY Google Play's #1 wedding planning app; ladymarry.com

Mar 2016 - Jun 2016

UX/UI Designer

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

THE WALT DISNEY COMPANY TV / entertainment; kanaldisney.ru

Feb 2014 - Mar 2016

Design Manager

- created Disney Channel's national advertising campaign which led to ratings' increase
- led research studies with the channel's audience (kids, teenagers and their parents), including focus groups research with more than 30 participants
- managed the team of six designers, guided all design projects, met tight weekly deadlines
- supported the Star Wars corner design at Russia's first Comic Con 2014

SPRINGBOARD, UX Design Certification

2016

FINANCIAL UNIVERSITY OF RF, MS in Economics

Sep 2008 - Jul 2013