

VICTORIA WEIDENBAUM

UX / UI Designer

📍 San Francisco, CA

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A UX/UI Designer with 3+ years wide range experience working for startups and corporations in different industries such as e-commerce, tech, TV, finance.

SKILL SET: Sketch, Adobe Creative Suite, Axure RP, Balsamiq, Invision, Zeplin, Agile, Scrum, HTML5, User Centred Design, User Research, A/B Testing, Wireframing, Rapid Prototyping, Personas, User Stories, Card Sorting, Site Mapping, Sketching, Information Architecture, Interaction Design, Focus Groups, Photography, Email Design, Graphic Design, Digital Design, Marketing, Advertising, Social Media.

FAMILIAR WITH: CSS3

BRANDLESS INC *CPG, e-commerce website, brandless.com*

February 2017 - May 2017

UX/UI Designer

- designed high fidelity pixel perfect visual interface for responsive desktop and mobile based on created user flows and wireframes
- created user flows and wireframes for responsive MVP for desktop and mobile
- 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

UX/UI Designer, Digital Designer

- 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 user flows, wireframes and UI/UX of a deal process for Simbi app (IOS)
- created 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 (main feature of the app)
- designed new email newsletters, marketing collateral
- established style guides for the brand

THE WALT DISNEY COMPANY *Disney Channel*

February 2014 - March 2015

Design Manager

- supervised creation of new on-air graphics
- created The Disney Channel's national advertising campaign which increased the national channel's ratings by 1%
- 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
- established new style guides for channel's brand book
- 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