

VICTORIA WEIDENBAUM

UX / UI Designer

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My favorite part of being a Product Designer is distilling complicated problems into simple, minimal solutions and iterating fast in order to find out which one works for users and meets business objectives.

SKILLS: 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. **TOOLS:** Sketch, Adobe Creative Suite, Invision, Zeplin, UXPin, Axure RP, Balsamiq, Agile, Scrum, HTML5, CSS3, SourceTree, JIRA, Pivotal Tracker, Ant Design, React Slick, D3 Component Library.

FR8STAR *specialized freight platform, connecting shippers with carriers*

July 2017 - Current

Product Designer

- shaping a better freight platform experience for shippers and carriers
- designing features from initial concepts, research, gathering data from sales and marketing, through low and hi fidelity prototyping, to collaboration with developers on implementation
- closely watching and analyzing metrics, quickly iterating on possible fixes
- collaborating with another product designer on creation of user artifacts, creating component library, working on the branding refresh

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 the national channel's 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