

# VICTORIA WEIDENBAUM

## UX / UI Designer

📍 San Francisco, CA

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My favorite part of being a UX/UI Designer is distilling complicated problems into simple, minimal solutions and iterating fast in order to find out which one actually works.

**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, Axure RP, Balsamiq, Invision, Zeplin, Agile, Scrum, HTML5, CSS3, SourceTree, Pivotal Tracker

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

February 2017 - May 2017

- 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** **UX/UI Designer, Product, Web**

March 2015 - May 2017

- 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 visual interface of a deal process for Simbi app (IOS)
- 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* **UX/UI Designer**

March 2016 - June 2016

- 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
- designed new email newsletters, marketing collateral
- established style guides for the brand

### **THE WALT DISNEY COMPANY** *Disney Channel* **Design Manager**

February 2014 - March 2015

- supervised creation of new on-air graphics
- 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
- 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