
As a User Experience specialist I combine my knowledge, intuition and collected evidence to help achieve company's **business goals** and improve products for **end-users**. I strive to ensure that the user experience is great at every touchpoint that makes up the overall interaction with the product, across devices and beyond.

I foster **user-centric culture** by facilitating collaboration between departments and fitting design process into development. I make sure that design workflow is organised and effective, that both data and research inform decisions, and that **designs work**.

Here's what I bring to the business:

- interview and observe users, learn about their needs, goals, tasks, context, etc.;
- ensure that the product is based on **data** and **research**;
- structure content into a **usable** and **findable** form;
- optimise user acquisition, activation, retention, revenue and referral;
- synthesise user and product research findings into **wireframes and prototypes**, test and iterate;
- create **cross-platform user interfaces** that not only look great, but work.

CAREER HISTORY

USER EXPERIENCE LEAD at RefME, London

Mar 2015 – Nov 2016

RefME is the first tool to automate citations. Students can scan a book barcode with their smartphones, or generate references with one click on their computers.

I joined RefME after an investment round, bringing in **user-centric approach**. I paired with VP of Product to **setup agile workflow**; helped grow Design team, formalised Research and Design process; combined Design and Engineering in order to increase team's efficiency, motivation and sense of ownership.

I was involved in product B2C and B2B strategies definition and worked on projects like:

- a standalone web service for students to automatically generate citations;
- redesign of iOS and Android apps to improve user activation;
- website conversion optimisation;
- new features for web application and Beta programme;
- analytics and user-management dashboard for B2B clients;
- an extension for Google Chrome browser;
- and others.

USER EXPERIENCE SPECIALIST at Lifecake (acquired by Canon), London

Jun 2012 – Jan 2015

Lifecake is a cross-platform cloud service for parents to store, organise and privately share photos, videos and stories of their children only with the people who care.

Joining as the company's first employee, I influenced the product strategy, referral and premium programmes; productised photobook building experience; designed apps for iPhone, iPad, Android, desktop applications for Windows and Mac, desktop and mobile Web apps. In 2015 Canon bought the company.

USER EXPERIENCE CONSULTANT at Playenable, London

2013

I redesigned desktop and mobile experiences to better communicate business proposition to customers, increase user engagement, conversion and retention ratios.

USER EXPERIENCE SPECIALIST (projects), London and Kiev

2010 – 2012

Clients included: Flatclub, London Business School, Sportalise, Maogma, Quality Hotel Hampstead, Blue Moon Jazz, Ambulatoria.

EDUCATION

GRAPHIC DESIGN, BA at Kingston University

2012, London

MANAGEMENT and ECONOMICS at National Linguistics University

2003, Kiev

PEOPLE SAY

I am a good communicator and have a strong business acumen; always happy to provide guidance and help; share knowledge; encourage discussion and new ideas among the team; reach goals and stick to deadlines. People like to work with me.