

YELENA V. KOZLOVA

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Senior Product Designer, MBA

Experienced UX/UI designer leveraging design and technology to create innovative enterprise products, design AI and AR-enabled experiences, develop efficient processes, and empower creative teams.

Areas of Expertise

- User Experience and User Interface Design, User-Centered Design Principles, Design Systems, Accessibility Standards (WCAG)
- Information Architecture, Wireframing, Prototyping using Adobe Creative Suite, Figma, Sketch, HTML/CSS, Blender 3D
- Generative AI User Experience, Prompt Engineering, OpenAI API Integration, Gradio.app Custom UI Theme Design & Development
- Business and User Needs Insights Analysis, User Testing and Feedback Analysis, Stakeholder Management and Communication
- Agile Project Management, Product Vision and Strategy Roadmapping, 'Jobs-to-be-Done' Framework, User Stories Development

Professional Experience

JUNIPER NETWORKS

Sunnyvale, CA
01/2016 - 03/2022

Senior Product Designer – UX/UI

- **Enterprise 5G Network Automation Platform:** Designed a network services product version 1.0 through cross-functional collaboration with product management and engineering. Defined product architecture, wireframes, and design concepts for user research interviews. Analyzed and improved designs based on user feedback, competitive analysis, and user experience best practices.
- **Enterprise Network Security & VPN App:** Produced a patented design for a security application interface through market research, innovative design thinking, and collaboration with product, sales, and engineering teams.
- **5 U.S. Patents:** Named inventor on 5+ patents in device user interface interaction and graphical user interface design.
- Led company-wide presentations and discussions on user experience-focused best practices and processes.
- Published 50+ UI design system components and design guidelines for accessibility, display responsiveness, and data visualization.
- Built interactive product design prototypes using Sketch and Figma for user research, usability testing, and development.

DRUVA

Sunnyvale, CA
01/2013 - 12/2015

Creative Lead Manager, Senior Web Designer

- Supervised development of 10+ website pages, landing pages, email campaigns, and online advertising.
- Managed a team of 2 to produce deliverables for events, online advertising, and corporate brand promotion.
- Optimized company's website to improve marketing lead generation resulting in 7% increase in contact inquiries.
- Created designs for 5+ marketing campaigns in online advertising, content, demand generation, and channel.

JUNGLE DIGITAL

Palo Alto, CA
09/2010 - 09/2012

Design & Print Production Manager

- Managed large-scale print production projects for 20+ Bay Area companies.
- Designed custom marketing solutions for 10+ individual clients including print, websites, and signage.
- Formatted over 100 files for digital offset printing and large format print projects.

Education

UNIVERSITY OF SAN FRANCISCO

San Francisco, CA
08/2022 - 05/2024

Master of Business Administration

- Focus: Management Consulting

CALIFORNIA POLYTECHNIC STATE UNIVERSITY

San Luis Obispo, CA
09/2006 - 06/2010

Bachelor of Fine Arts

- Major in Art & Design: Graphic Design

Projects

- **Curio the Cat:** A supportive AI tutor for elementary school STEM subjects (Python, OpenAI API). [Demo Video Link](#) (10/2022)
- **Little Spatial Garden:** AR application that allows you to assemble a little virtual garden (Blender 3D Modeling, Unity PolySpatial). [Demo Video Link](#) (3/2024)

Additional

- **Best Design Winner:** 2024 VisionDevCamp Hackathon for Apple Vision Pro and visionOS (3/2024).
- **Outstanding Solo Award Winner, 3rd Place Overall Project Winner:** 2023 Women Who Code Hackathon for Social Good (12/2023).
- **Pitches & Verbal Communication:** 1st Place Winner, Table Topics Speech Contest Area G1, Toastmasters International (2017).