

My favorite part is distilling complicated problems into simple, minimal solutions. I like finding the best way to design for both: our users and business. Validate and iterate!

Skills: User Centered Design, UX, UI, User Research, Interaction Design, Visual Design, Information Architecture, Data Visualization, Usability Interviews, Concept Interviews, Surveys, Personas, Focus Groups, Rapid Prototyping, Wireframing, Sketching, Branding and Identity, Agile, Scrum.

Tools: Sketch, Adobe Creative Suite, Invision, Zeplin, Principle, UXPin, Axure, Balsamiq, HTML5, CSS3, SourceTree, JIRA, Pivotal Tracker, Ant Design, Material Design, D3.

Product Designer at FR8Star

Jul 2017 - Present

Two-sided marketplace, transportation / logistics; FR8Star.com

- delivered a 200% increase in bids, a key performance metric, by designing a reworked customization flow for potential customers
- responsible for core application flows: RFQ (request for quote) flow, shipment calculators, permit calculators, user onboarding, payments, reviews, account settings, etc.
- lead end-to-end feature development from user research and prototyping, to visual design, developer collaboration, and QA
- collaborated with leadership, engineering, customer service and other departments to determine feature requirements
- lead user research and user interview process
- defined and analyzed key user metrics to iterate quickly and validate designs
- increased team productivity by maintaining full component library with reusable building blocks

UX/UI Designer at Brandless

Feb 2017 - May 2017

CPG, e-commerce website; brandless.com

- 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 Agile

Freelance Product Designer, UX/UI

Mar 2015 - May 2017

- worked on concept 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 data-heavy website MortalityPredictors.org

UX/UI Designer at LadyMarry

Mar 2016 - Jun 2016

Google Play's #1 wedding planning app; ladymarry.com

- designed data driven UX and pixel perfect visual design of onboarding experience for Android which led to increase of user accounts
- determined new user flows for wedding planning process, established style guides for the brand

Design Manager at The Walt Disney Company

Feb 2014 - Mar 2016

TV / entertainment; kanaldisney.ru

- created Disney Channel's national advertising campaign which led to ratings' increase
- led research studies with the channel's audience (kids, teenagers and their parents), including focus groups research with more than 30 participants
- managed the team of six designers, guided all design projects, met tight weekly deadlines
- supported the Star Wars corner design at Russia's first Comic Con 2014

Springboard, UX Design Certification

2016

Financial University of Russian Federation, MS Degree in Economics

Sep 2008 - Jul 2013