

#UX #UI #UserTesting #Usability #DesignSystems #Prototyping #Wireframing #Personas #AI

With 26 years of experience in web/mobile design and development, I have black belt in white SEO, digital marketing, branding and advertising, 15 years in usability testing, UX and UI design.

Specializing in UX/UI web and mobile apps re/design and development, I strive to help clients increase their profitability and user experience through improved user journeys, thoughtful design system, efficient prototyping with user testing. With extensive experience in a wide range of CMS and frameworks, I am well-versed in all aspects of agile development, whether for business, corporate, or educational purposes.

## < EDUCATION >

- 📅 2000 **Master's Degree** in Mathematics and Computer Science. Saint-Petersburg State University
- 📅 1998 **Bachelor's Degree** in Mathematics and Computer Science. Saint-Petersburg State University

## < WHERE AM I SHINING ON? >

- ✓ **UI/UX design.** Pixel perfect things in Figma or XD.
- ✓ **UX research,** audience analysis, personas creation.
- ✓ **Design improvements** based on users feedback.
- ✓ **Team members training?** I'm enjoying it for years.
- ✓ **Usability testing?** I'm doing that while designing.
- ✓ **Accessibility?** Validation, testing, WCAG, 508, etc.
- ✓ **Unique soundtrack for a new video?** 1hr delivery.
- ✓ **Million dollar idea?** Let's prototype and make it live!

## < ACCOMPLISHMENTS >

- ★ 2023 Completed over 260 UX interviews, assisted **Novant Health** teams with usability testing. [🌐 website](#)
- ★ 2022 Redesigned **MyNovant** mobile app, created name and branding for **NHMaps** app. [🌐 app](#)
- ★ 2020 Redesigned **NHConnect** mobile app, prototyped all new features, made icon sets. [🌐 app](#)
- ★ 2018 **Aveanna** Healthcare mobile app. **Ritz-Carlton** Yacht Collection mobile/web UX/UI design. [🌐 website](#)
- ★ 2017 **Chancellor's Service Excellence Award** from the University System of Georgia (USG).
- ★ 2015 By this year I designed, developed, or improved over **500** websites and LPs. [🌐 portfolio](#)
- ★ 2002 Created the North-West **Audi Club**, designed logo/branding, maintained site (35K members). [🌐 website](#)
- ★ 1997 Designed and maintained a few faculty websites at Saint-Petersburg **State University**. [🌐 website](#)

## < THE PROCESS & TOOLS >

🔍 <b>Research</b>	Google <b>Analytics</b> , Search console, Firebase - any available data src.	29%
🌀 <b>Design</b>	<b>Figma</b> , Adobe CC tools, DaVinci Resolve, Calculator.	30%
🔊 <b>Testing</b>	<b>UserTesting.com</b> , device based testing, internal team testing.	25%
🔧 <b>Development</b>	<b>VS Code</b> , GitHub, Azure DevOps. Well aware of version control.	16%

## < JOBS & PROJECTS >

### UI/UX LEAD DESIGNER

#### DAI / USAID

RCG GLOBAL SERVICES, DALLAS, TX

May 2023 - August 2023

I worked on multiple projects under DAI's Digital Transformation Initiative. I developed an atomic-based design system that adhered to USWDS, USAID, and DAI guidelines and requirements.

- ✓ Worked with UX researchers, business project owners across the US, Mexico and other countries.
- ✓ Created design system with over 300 components in Figma. Created interactive prototypes for user testing.

## < JOBS & PROJECTS >

### UI/UX LEAD

#### Novant Health

RCG GLOBAL SERVICES, DALLAS, TX

May 2020 - April 2023

I managed a team of six designers to transform business concepts into tangible, thoroughly tested UI/UX design prototypes integrated into the development process.

- ✓ Ensured adherence to NH guides and design requirements.
- ✓ Developed an atomic design system with interchangeable components for MyNovant and NHConnect apps.
- ✓ Created an Agile UX design process, video demos and presentations to showcase design concepts.
- ✓ Delivered specifications and documentation for developers.

### UI/UX ARCHITECT

#### TeamJect

MIAMI, FL

January 2019 - June 2021

I worked directly with startup owners, led a team of developers to create a cross-platform app for a wide range of users, ensuring seamless integration of its various components, modules, and features. Through my efforts, the app delivered an exceptional user experience and effectively met business objectives.

### SENIOR UI/UX DESIGNER

#### Aveanna Healthcare, Ritz-Carlton, BCD

RCG GLOBAL SERVICES // ATLANTA, GA

June 2018 - December 2018

I led a creation of innovative user experiences and pixel-perfect mobile/desktop UI designs for business applications. Working with agency clients and developers, I successfully designed cross-platform applications for healthcare provider Aveanna, as well as mobile and desktop solutions for Ritz-Carlton and BCD.

- ✓ Developed interactive and realistic prototypes for UI/UX testing.
- ✓ Worked in a Scrum Agile environment, maintained user stories, design layouts, wireframes, and dev specs.

### UI/UX DESIGNER/DEVELOPER

#### Georgia College State University (GCSU)

MILLEDGEVILLE, GA

November 2015 - April 2018

A standout project was my creation of "GC Signatures," a digital workflows system with electronic signatures built from scratch. To ensure consistency, I provided other developers with examples and typography rules based on W3C and Accessibility (ADA/Section 508 compliance) standards, as well as UX/UI best practices.

- ★ Earned the "Chancellor's Service Excellence" Award from the University System of Georgia (USG) in recognition of my contributions to the GCSU project.

### WEB AGENCY OWNER

#### Audi, Aveda, Jaguar/Land Rover, Ford

SAINT-PETERSBURG, RUSSIA

1997 - 2015

As an agency leader, I organized and led design, development, and solutions delivery, playing a vital role in all major business processes. I provided functionality requirements, UI design guidelines, and typography, transforming concepts into user flows, journey maps, and wireframes that delivered innovative UX.

I optimized hundreds of websites, working with top brands like Audi/VW, Jaguar/Land Rover, and Ford in St. Petersburg, as well as Azimut hotels, Pulkovo Airport, and others.