

EXPERIENCE

Notable Clients:

Nestlé Starbucks®

Intel® RealSense™

TABASCO®

Vera Wang

Helzberg Diamonds®

FEED Projects

ALLDATA / Autozone

ImpactSpace

City of Hope

UCSF

The Rockefeller University

WebMD

Cornell University

Otis Elevator

Foundation Center

Carrier

Sr. User Experience Designer

📍 New York, NY

BORN Group

03/2018 - 06/2019

Led UX efforts for e-commerce projects for iconic brands such as Starbucks, Intel, Tabasco and a few others. Proposed an innovative appointment booking system for Vera Wang. Optimized content findability for Hezberg Diamonds which resulted in signing of a \$1.7m project with the client. Restructured navigation for Natori fashion site increasing conversion rates by 45%.

Interactive Design Lead

📍 New York, NY

Webhues Solutions

07/2010 - 03/2019

Guided experience strategy and interaction design projects concentrated on scalability of online admissions platforms for research institutions (i.e. City of Hope grad school admissions went up 200%) and customizing information publishing solutions for startups primarily in fintech, academia, and non-profit sectors.

Co-Founder /
Product Design Lead

📍 New York & San Francisco

Brainroll

07/2008 - 12/2012

Conceptualized and led product design for a unique graduate admissions SaaS platform focused on a holistic approach to evaluating applicants. Analyzed metrics, created user flows and built a range of prototypes (HTML/CSS/JS and click-through) for testing new ideas including the very first chatbot in the space of graduate admissions. Successfully led and coordinated onshore and offshore teams.

Director of Web Services

📍 San Francisco, CA

Civic Ventures

06/2007 - 06/2008

Built and led an in-house web team at this progressive think tank and social justice organization. Led the launch of website for *The Purpose Prize*, a major movement-starting prize program that awarded \$500K annually to socially-engaged people across the United States to fund inspirational and ground-breaking projects. Coordinated all work between external design agency, freelance photographers, videographers and engineers.

Design Director

📍 San Francisco, CA

Civic Ventures

05/2006 - 06/2007

EXPERIENCE

Lead Interactive Designer / Front-End Development Consultant

📍 New York, NY

Contegra Systems

01/2001 - 03/2008

Led experience design & front-end development for enterprise search and e-discovery online solutions for legal, scientific, medical and public data publishing clients. Scoped the upcoming projects and architected the frameworks specifying all the navigational, functional and content components.

Interactive/Web Designer

📍 New York, NY

Freelance

1997-2001

Served as an information architect, interactive designer, user researcher and front-end developer for in-house IT teams in financial services, manufacturing, healthcare, consumer goods, and biomedical research.

EDUCATION

MSc in Mechanical Engineering

📍 St. Petersburg, Russia

Peter the Great St. Petersburg Polytechnic University

Continued Education

📍 New York, NY

Information Design

Edward Tufte Workshop: Presenting Data & Information

Interaction Design Foundation: Human-Computer Interaction; Psychology of Interaction Design; Formal Design Methods; Mobile UX Design, Emotional Design; Creating Addictive User Experiences; How to Design for Augmented and Virtual Reality

SKILLS

Design Thinking * Systems Thinking * User Experience Design * Experience Strategy * Interaction Design * User Research * Personas * Journey Mapping * Competitive Analysis * Information Architecture * User Flows * Task Flows * Sitemapping * Wireframing Prototyping * Iterative Design * Data Visualization * Interface Design * Front-end Development * Cross-Functional Collaboration, Leadership & Relationship Building * Agile, Lean & Waterfall Processes * Agency & In-house Experience

TOOLKIT

Sketch, InVision, Adobe Creative Suite, Omnigraffle, Keynote, Confluence, Wiki, Slack, JIRA, Google Docs & Sheets. HTML/CSS/JS/PHP/MySQL, Bootstrap framework, Google Analytics. CMS: Drupal, Wordpress, Magento.

PROFESSIONAL ASSOCIATIONS

Interactive Design Association

NYC User Experience Professional Association

References available on [LinkedIn](#) and upon request.