Marina Krutchinsky EXPERIENCE DESIGNER

New York, NY

≡⊠ marina@krutchinsky.com

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krutchinsky.com Password: selectwork in /mkrutchinsky

EXPERIENCE

Notable Clients:

Nestlé Starbucks® Intel® RealSenseTM **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 \$1.7mln 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

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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

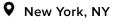
Sketch, InVision, Adobe Creative Suite, Omnigraffle, Keynote, Confluence, Wiki, Slack, JIRA, Google Docs & Sheets. HTML/CSS/JS/PHP/MySQL, Bootstrap framework, Google Analytics. CMS: Drupal, Wordpress, Magento.

PROFESSIONAL ASSOCIATIONS

Interactive Design Association

NYC User Experience Professional Association

References available on <u>LinkedIn</u> and upon request.



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