VERONICA A. SHIMANOVSKAYA | 415-619-2856 | email: nicashi@gmail.com

**DIGITAL ART DERECTOR / CX DESIGNER** | http://yellowparrot.wix.com/design

Talented and experienced UX and digital media designer with the proven track record of creating and enhancing brands through web and mobile applications and digital communication channels creating delightful experiences for variety of user groups and target audiences.

10+ years of experience working in financial, utilities, educational, media and advertising, and third sector organizations such as Fidelity Investments, Bank of America, Morgan Stanley, iCast, SessionM, Trefis, NETC/LEAP, Boston University, OnePlusOne, etc.

TOOLBOX

RESEARCH & EVALUATION UX, CX DESIGN & STRATEGY TECH & TOOLS

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| --- | --- | --- |
| * Strong analytical and communication skills
* User research: user interviews, focus groups, surveys, ethnographic observation
* Heuristic evaluation
* Use cases, user journeys
* Persona creation
* Working with cross-functional teams and stakeholders
 | * Conceptual design and brand development
* CX, UX product design
* Lo-hi fidelity prototyping
* Visual design
* Information Architecture
* Requirements Definition
* Technical specification for development
* Style guides
* Wire frames, interactive demos
* Hand-crafted, research supported, delightful experience design
 | * Adobe CC
* Axure, Sketch, InVision, Adobe Xd, Extensio
* Working familiarity with HTML/CSS3/JS, Drupal, .NET, Microsoft Visual Studio, Visio
* Graphic design for events, marketing communication
* Video production and postproduction
* Animation/Moving image
* Events speaker support
* Sound editing
* MS Office
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EMPLOYMENT AND WORK HISTORY

**SENIOR DESIGN CONSULTANT** | Yellow Parrot Studios | 2000 – present

YPS is a free-lance consultancy that provides creative, UX and visual design support. UI, user journeys, wire framing, prototyping, visual and graphic design for variety of clients. Latest projects: LABS 301 CX design consulting, brand identity packaging; Cambridge University Pembroke College Shahnama Centre brand identity and UX for the Centre’s web site; design for collateral materials. Managed back-end production team to ensure cross-platform brand consistency. Brand identity, UX, UI, mobile-optimized responsive web design, art direction, and graphic design for marketing communication. Quintessa Art new product line development, SynQue: Brand identity, UX, UI, responsive web design, art direction and graphic design. MBA&Co: brand identity, UX, UI, art direction. Style guide development. KODU Digital: UX design support for Kodu clients & new development: Google AdWords, Aberdeen, Be Viacom, etc. Other clients: SessionM, Last Panda, Boston University, etc.

**SENIOR DESIGNER** | QuintessaArt | London, 1.2016 – 7.2016. Facilitated the development of a new product line based on a current commercial art trends.

**PRODUCTION AND DESIGN OFFICER** | OnePlusOne | London, 5.2015 – 2.2016

I was hired by OnePlusOne to help to lead and facilitate re-branding of the organization, whose specialty is human relationships and communication research. Most of the company products are web-based training courses designed to help families, couples, and parents, to prevent and resolve conflict situations. Ensured product UX and brand continuity as crucial for the organization’s success and growth. As a Production and Design Officer I was taking part is assessing current UX and communication practices in both digital and traditional media, and work on recommendation for improvements. I used company unique user research data to create customer-friendly solutions, ease of consumption and overall effective experience, which in turn helped to enhance organization’s image for its user base, built brand loyalty, and helped to address new target audiences and new user base.

**PRINCIPAL UX DESIGN CONSULTANT** | Enzen Global | London | 1.2014 – 4.2015

Working as a principal UX consultant for Enzen Business Transformation for UKPN, I was involved in a variety of projects from UKPN web customer portal redesign to the servicing teams’ mobile app for field work (SAP Windows-based tablets). I was involved with all the stages of the product development cycle from user research, design and prototyping, user testing and feedback, through implementation and development.

- Conducted user research with the designated user group

- Based on business requirements and technical specifications, created use case scenarios and user journeys

- Wireframes click-through prototypes for user groups testing and feedback

- Visual design

- I assessed the existing features of the web portal, and worked on recommendations for the enhancement based on the UCD principles. Worked closely with back-end development teams to ensure feasibility of the UX design solutions. Worked with Adobe CS6: mostly Fireworks for design and interactive prototyping, as well as Photoshop and Illustrator

**UX DESIGN CONSULTANT** | Morgan Stanley | New York, NY | 5-7. 2012

UX design for internal middle office application redesign (NDA). Working with BAs, analyzed requirements, conducted user research, prototyped use cases via wireframes and visual design proposals to adhere to existing new product family.

- User research (one-on-one and phone interviews EMEA, USA and Asian markets), compiling interview data into actionable UX design tasks, presenting UX research to stake holders

- UX and visual design (user journeys, wire-framing, click-through prototyping for user testing)

**SENIOR UX/UI DESIGNER** | BlueMetal Architects | Watertown, MA | 09.2011 – 04.2012

UX and visual design support for BlueMetal clients, and company's re-branding effort.
- Expression Blend design and XAML development for fidelity.com investment modeling tool: WealthLab Pro

- Microsoft Mobility Conference: BlueMetal AR capabilities demo, native apps UI design development
- BlueMetal corporate identity and website redesign iteration

**PRINCIPAL UX DESIGN CONSULTANT** | Jumptap | Cambridge, MA | 03-09.2011

 UX/UI and visual Design ongoing support for Jumptap web-based mobile advertising platform
- Conducted user interviews, developed and designed process/work flows and new product features
- Lead product re-branding to insure consistency with corporate web portal. Developed product design specs
- Coordinated creative effort with Product Management, Engineering, Operations departments
- Designed and produced advertising units that resulted in 70-100% CTR increase.

**UX AND INTERACTION DESIGNER** | Bank of America/Merrill Lynch | Boston, USA | 09.2010 – 12.2010

UX and Interaction Design support for phase 2 mobile iPad app MerrillEdge - retail investment management tool. Business requirements analysis, Based on the account-based data interaction designed information flows, user journeys and navigation system.

Wire-framed, UI charts. Collaborated with the technology development and visual design teams. Presented conceptual designs solutions to the team to obtain buy-ins from key stakeholders

**UX AND INTERACTION DESIGNER** | TREFIS, Insight Guru | Boston, MA | 3-9.2010

Brand and UX development of consumer investment analytical web-based platform
- Heuristic evaluation of existing design

- Platform features enhancement, user interviews, wire framing, prototyping

- Interaction and visual design

**INFORMATION ARCHITECT** | Fidelity Investments | Boston, MA USA | 2006 – 2007
Participated in all stages of product development cycle from user research to user testing with designated user testers. Information architecture, visual, UI Design for system and web-based applications: Wealth Management and Retirement Planning tools RPM - Retirement Plan Manager, RIP-Retirement Income Planning
- Created product wire-frames and prototypes for usability studies Windows based system app (.Net, Infragistic)
- Developed functional and visual specification documentation for development team

**MULTIMEDIA DESIGN DIRECTOR** | John Hancock Financial | Boston, US | 2001 – 05
- Provided creative support to wide array of company events, as well as new products offerings, targeted marketing campaigns, and sales force empowerment tools: instructions and training for new product launches
- Developed and implemented cost effective marketing communication through digital distribution channels
- Collaborated with senior staff of the company as well as Public Relations, Sports and Event Marketing and Meeting Management. Events included Olympics, Annual Sales and Company Meetings, 40 under 40, etc.

EARLY CAREER SUMMARY: worked in the capacity of art director, multi-media artist, graphic, UI designer and producer on numerous digital and traditional media projects; illustration, animation, print, Macromedia lingo based CD-ROMS. Clients & Employers: iCast, BBG New Media: KeyStone, Buck Consultants, Parametric, Foxboro, Boston Scientific, Alpha Industries; Grafica Multimedia: Pacific Bell, California Edison, C-SPAN;

EDUCATION HISTORY

University of East London MA Fine Art, Professional Doctorate Fine Art

Harvard University MA Liberal Arts

St Petersburg University of Architecture and Civil Engineering BA/MA Architecture

LANGUAGES

Russian Fluent bi-lingual proficiency, Italian Limited working knowledge, French Limited Working Knowledge