IRENA NAVILOVA — PRODUCT/UX DESIGNER

Seattle, WA | (425) 532-6824 | i.navilova@outlook.com | www.linkedin.com/in/irenanavdesign
Online Portfolio: https://navilova.design

People don't like products that suck, so why do companies keep building them?

Accomplished UX professional with a reputation for leading the end-to-end design of technology products known for best-in-class usability and functionality. Passionate about conducting deep-dive analysis of how products look, feel, and work for people and channeling these insights into the product design process to ensure a superior customer experience. Lifelong learner brimming with intellectual curiosity and committed to staying abreast of the latest UX and HCI concepts. Masters of Science Degree in Computer Science, combined with proficiency in multiple relevant design tools and applications.

CORE COMPETENCIES

Applying design thinking and UX best practices to build elegant, functional, and user-friendly technology products for both B2B/B2C audiences

Analyzing user behavior and market trends to ensure a comprehensive understanding of end-user needs, workflow habits, and interaction patterns

Evangelizing UX concepts to engineering teams and other stakeholder groups to ensure proper inclusion of UX considerations throughout the product design lifecycle

Fostering innovation, improving collaboration, and inspiring teams to "think outside the box" to creatively solve problems and brainstorm new ideas

FUNCTIONAL SKILLS & EXPERTISE

UX/UI Design | Contextual Inquiries | User Testing & Validation | Heuristic Evaluation | Cognitive Walkthroughs
Mobile/Web/Desktop Design Strategy | Human Computer Interaction (HCI) | Design Reviews
Low-Fidelity Prototyping | High-Fidelity Mockups | Wireframing | Use Case Development | User Stories | A/B Testing
Agile Development | Process Flow Diagrams | Branding & Style Guide Development

PROFESSIONAL EXPERIENCE

UX Design Lead | MARKET MARVELS *Seattle, WA: Oct 2018 – Present*

Recruited into a lead UX Design and Product Development role with this company focused on helping global merchants, brands, and retailers succeed in eCommerce by providing a powerful set of online tools aimed at streamlining web operations and increasing online channel revenue/profitability.

Software/Technologies: Adobe XD, Photoshop, Illustrator, InVision, Proto.io, Sketchpad, Jira, Confluence, Visual Studio, TFS, Git, Material Design, CSS/SCSS, HTML, JavaScript, AngularJS, React

Key Projects & Contributions:

- **Built and currently manage a 3-person UX/UI team**—assigning priorities, supervising work product, providing mentoring and development, and leading team-building activities to maximize performance
- **Research, prototype and design new experiences** for the firm's flagship Multichannel eCommerce Platform product, including creation of advanced order/inventory management and shipping features
- **Redesigned an overcomplicated legacy system** into an elegant, next-generation online platform with a renewed focus on the end-user and that accommodates a much wider range of product usage scenarios
- **Lead innovative efforts to accelerate the design/development process**, including constructing a new corporate Design System that allows team members to create new experiences/features
- **Design customized white-label solutions** for clients/partners, opening up a new revenue stream by allowing clients to personalize the Solid Commerce platform to meet their exact eCommerce preferences
- **Facility customer usability sessions, focus groups, and interviews** to gain an intimate understanding of the user habits, preferences, and unmet needs vital to the design of future product iterations
- **Champion UX awareness throughout the company**, educating colleagues on cutting-edge design thinking concepts to showcase the value/necessity of UX design from a bottom-line business perspective

UX Design Lead | THE ECCELERATORS *Boston, MA: Jul 2013 – Oct 2018*

Led UX design projects for this developer of enterprise risk management software for the legal vertical—providing law firms with state-of-the-art technology tools to automate their business processes, mitigate risk, and manage complex compliance requirements.

Software/Technologies: SketchFlow, Adobe Photoshop, Illustrator, Expression Blend, Expression Design, Visual Studio, TFS, Silverlight, WPF, XAML, C#

Key Projects & Contributions:

- **Designed a set of compelling new user experiences** for the SiteSaver Analyze product, in addition to designing custom controls, layouts, style guidelines, and iconography for additional applications
- **Managed work of a mid-level designer** and collaborated with internal program management and development staff to brainstorm ways to further improve the user experience and meet customer needs

Published UX Author | TECHNATION MEDIA *Amsterdam, Netherlands: Feb 2011 – Jan 2013*

Commissioned by this technology-focused learning company to create an instructional guide (Microsoft Advanced UX Engine 4 Step by Step) centered around Microsoft's premier UX/UI design tool.

Key Projects & Contributions:

- **Collaborated with a co-author, editors and publishing team** to develop and release the book, available on Amazon and other stores, containing numerous case studies / software usage examples and that teaches users how to design rich user interfaces for Microsoft Silverlight-based applications

Senior Designer | SOFTWARE INNOVATION CENTER *Amsterdam, Netherlands: May 2009 – Jul 2011*

Led the design of applications, content, and prototypes to support advanced technology being developed by the Software Innovation Center (SIC)—comprised of local government organizations, universities, industry partners, and software/hardware vendors working together to stimulate the local software economy.

Software/Technologies: SketchFlow, Adobe Photoshop, Illustrator, Expression Blend, Expression Design, Visual Studio, TFS, Silverlight, WPF, XAML, C#, Microsoft PowerPoint, Word, Excel, HTML, CSS

Key Projects & Contributions:

- **Created dynamic prototypes and designed a wide range** of Silverlight/WPF, ASP.NET apps
- **Sharped communication and presentation skills** by teaching WPF/Silverlight courses focused on UX Design for the Windows platform—in addition to speaking at local events about product prototyping, workflow design/development, design collaboration, and similar topics

UX/Visual Designer | DIGITAL ECONOMY CENTER *Amsterdam, Netherlands: Sep 2006 – May 2009*

Held early-career role providing UX and visual design support to the IT Department of the National University of the Netherlands, the leading academic and educational hub of the region.

Software/Technologies: Adobe Photoshop, Illustrator, Premiere, InDesign, Flash, ActionScript, HTML, CSS

Key Projects & Contributions:

- **Designed infographics, user interfaces, intranet pages**, and other interactive presentations and promotional materials for the University using Adobe Flash, Microsoft PowerPoint, and other tools
- **Led the design/development of new websites**, in addition to supporting existing web applications throughout the university and designing improved user experiences for document management systems

EDUCATION & ADDITIONAL INFORMATION

M.S. Degree in Computer Science, **Cybernetics** | National University of Amsterdam (2006)

Advanced UX Action Lab Graduate | Stanford Online (2014)

Served as a distinguished team leader for this online offering of Stanford University, a six-week experiential course focused on teaching the skills/philosophy of design thinking and methods for enabling human-centered problem-solving

Additional Training | Programming in HTML5 with JavaScript & CSS3; Microsoft Specialist Certification; Human-Computer Interaction (HCI) Certification

Honors/Awards | Recipient of multiple Microsoft MVP awards—Windows Development (2016-2018); Windows Platform Development (2015); Client Development (2014); and Advanced UX (2010-2013)