

EXPERIENCE

UX Designer • SailPoint Technology • Austin, TX *November 2020 – Present*

I lead research and drive the experience of public-facing products of the identity security market leader [SailPoint](#). Orchestrate cross-team processes to ensure we deliver high-quality solutions for our prospects and customers.

- Continually provide user, industry, marketing, and competitors research insights to teams and lead digital transformation, what in 6 months resulted in a -12% bounce rate decrease, +48% mobile user engagement increase, + 34% organic traffic increase, as well as users time presence on pages.
- Using a data-driven approach [Google Analytics, Tableau, Google Optimize] and behavioral approach [User testing, Hotjar, Research], I ensure UX voice is heard, and we deliver user-centric solutions.
- Consistently advocating for other teams and the UX discipline overall, I have built a solid cross-collaboration between developers, SEO, product, brand, and international sales teams.
- Lead accessibility transformation of SP proprieties and elevate compliance standards across deliverables from A to AAA WCAG3.0 to full inclusivity.
- Drive global conversational design strategy after implementing Drift chatbot, which turned into \$11 million opportunities in 2021.

UX Designer • SpringBox • Austin, TX *December 2019 – November 2020*

Developed intuitive and modern experiences for Fortune 500 clients in healthcare, manufacturing, insurance, and financial sectors. I was responsible for whole projects lifecycles from evaluation and research to pilot MVP and raising customer experience (CX) via omni channel distribution.

- Productized MVP for [Multiple Myeloma Research Foundation](#) innovative multiple myeloma study, included public facing site, enrollment screening, registration, [CureCloud](#) portal, and personal accounts flows for patients, researchers, and doctors.
- Strategically developed from scratch WEB App with genomic health data visualization dashboards. Defined pain points, led the market, best practices, and user research; built UX strategy, wireframes, and prototypes in a rapid, agile environment. Weekly tracked and supported development process by and after a successful launch.
- Led user interviews, site redesign, and developed experience of [ChairBuilder](#) tool; Built an intuitive Information Architecture (AI) of [SitOnIt](#) and merged three sister properties into one digital portal.
- Brought to the next level Customer Experience (CX) of [the TCDRS](#) retirement system by developing secure Omni-channel communication between user and organization over a lifetime.

UI UX Designer • Kiwi Design Lab • Austin, TX *January 2018 – December 2019*

UX Designer • IT Cocos • Houston, TX *January 2016 – January 2018*

Conversion Optimization Manager • Oracle • Dnipro, Ukraine *November 2012 – January 2015*

SKILLS

User Testing: Moderated & Unmoderated

Usability & A/B Testing

Quantitative & Qualitative Data Analysis

Competitive Research & Analysis

Persona and User Journey Development

Internal Business Process Audit & Development

ADA Accessibility (WCAG 3.0)

SEO & Web Traffic Analysis

Customer Experience Design (CX)

User Experience Design (UED & UX)

Product Design

Wireframing & Prototyping

Functional Specification Documentation

Information Architecture (AI)

Digital Transformation of Enterprise-level Sites

User Journey Personalization with Customer Data Platform (CDP)

Conversational Design

Leadership

Product Management

TOOLS

Figma, Sketch, Adobe XD, Invision, Creative Suite, Usertesting.com, Miro, Abstract, Asana, Jira, Hotjar, Google Analytics, CDP, Drift & Intercom chatbots

EDUCATION

Houston Community College, Houston, 2018

- Digital Communications and Human – Computer Interaction
- Minor in Small Business Management

Dnipro National University, Ukraine, 2012

- Bachelor of Design
- Minor in Graphic Design