

Lena Ivanova // Sr. UX Design Professional

lenaivanova32@hotmail.com / Kirkland WA, 98033 / 425.269.3209 / www.linkedin.com/in/lenaivanova

Qualifications

Creative professional with over fifteen years of leadership in interactive design and branding including thirteen years of building online experiences for some of the world's most recognized brands. Expert in UI design concept and UX strategy development for Online Applications, Corporate Intranets, Portals and Interactive Demos. Proven ability to motivate and inspire creative teams to deliver superb creative work under tight deadlines.

Skills Summary

Creative and UX - Expert Level

Interactive, UX Design
UI Design
Visual Design
Information Architecture
Usability
Corporate Identity & Branding

Applications and Languages

Adobe Creative Suite CS5
Adobe Flash MX Professional
Microsoft Expression Studio (Blend, Designer)
Microsoft Office (Word, PowerPoint, Visio)
Other: Balsamic, Sound Forge
HTML, JavaScript, CSS

Professional Experience

UX Designer Lead | Global Scholar, Inc., Bellevue 09/10 – 05/13

Overseeing UX/UI Design practice for one of the three core education products Pinnacle SIS (Student Information System):

- Evangelized UCD and more innovative UX approaches to the existing and new features.
- Led redesign of online teacher evaluation tool. New look-n-feel and enhanced, simplified user experience became a prototype for entire product suite.
- Created wire-frames, visual designs, UI style guides, user roles and user scenarios.
- Initiated and executed creation of UI Design and Guidelines for reports. This provided consistent user experience for all products.
- Effectively mentored junior design staff resulting on utilizing of best UI/UX design practices across the discipline.
- Selected to redesign corporate Intranet on SharePoint.
- Led mobile design team to realize UX/UI approach for Pinnacle Suite on tablet devices (iPad).

Products: Pinnacle SIS, Pinnacle Suite, Pinnacle Reports, Exceed and Evaluate

Sr. UX Designer | Microsoft (The Creative Group). 10/09 – 07/10

With a team of Technical Architects and UX Designers envisioned and designed User Experience for One Voice, OEM Communications Extranet and Elements System, for the top 10 Microsoft OEM partners.

- Conceptualized One Voice UX strategy.
- Was responsible for Information architecture, site map development, content reorganization, better navigation structure, user roles and user scenarios.
- led UX redesign and prototyping for Elements System application, a download center for all creative assets.
- Worked on incorporating MS Partners branding into new UI vision.
- Created a User Research plan and scenarios for usability tests.

Client: Microsoft OEM Partners

Creative Director | Resolute, Inc., Bellevue. 02/02 – 06/09

Worked with clients and teams to realize creative strategy and direction for corporate intranets, business-to-consumer sites, and business-to-business web applications.

- Created original concepts and visual designs for online environments such as web sites, interactive demos, user interfaces for custom applications, and SharePoint portals.
- Created website information architecture, interactive flow, and story-boarding.
- Developed corporate identities and branding in web and print context.
- Wrote graphic design specification templates for better regulation of relationships between creative and development departments.
- Profound knowledge of usability aspects and web specific issues.
- Sheer awareness of the intricacies of complex database driven web applications.
- Managed graphic design resources and interactive projects.

Clients: Microsoft, Pfizer, Wells Fargo, PwC, Hilton, Chicago Title, Yellow Stone Club, AIG, NFL, Cisco Systems

Art Director | Ignia, LLC., Redmond. 06/99 - 01/02

- Created corporate identities, styles, UI design proposals and presentations.
- Became very successful working with clients on delivering UI/UX design solutions.
- Was the lead designer/flash developer for the redesign of the corporate web presence.
- Introduced Macromedia Flash as a major tool to design and develop visually attractive and presentation oriented web solutions.

Clients: Microsoft, Polygon Northwest, Bite of Seattle, Seattle Rotary Club
UW Pharmacy, Fox's Jam, Northwest Dining

Education

BFA in Graphic Design. Khabarovsk Far East University
BA in Fashion Design. Khabarovsk Technical College

Training

2007, San Francisco
J. Nielsen Group
Web Usability Intensive Camp