



ROUSSINA VALKOVA

UX / UI / Product Design

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SKILLS

Design

I work in a collaborative, agile, adaptive and iterative way to help you design user-centered digital product experiences.

Technical

Sketch	Axure	Jira
Adobe XD	Balsamiq	Slack
Adobe CC	OmniGraffle	Trello
InVision	Visio	Workfront
Framer		
Zeplin	HTML/CSS	
Principle	WordPress	
	Git	
	Silverback	

EXPERIENCE

UX / UI / Product Designer, roussina.design

May 2012 - present

I specialize in full cycle UI, UX for digital products and work with individuals, non-profits, small businesses, design consultancies. Currently leading the user experience design for 4AArts.org - American Alliance of Artists and Audiences. Launch date: November 2019.

Senior UX Designer, LIQUIDHUB, a Capgemini company

September 2016 - July 2018

- Facilitated the gathering and synthesis of business and user requirements
- Created engaging scenarios and developed frameworks describing key aspects of a proposed experience that reconciles business and user needs
- Created visually compelling representations of the solution's high-level interaction, navigation, concept models and process flows - site maps, user flows, personas and journeys, wireframes, according to brand, business and stakeholder requirements
- Formulated and lead participatory design/user testing sessions and identified and documented meaningful patterns from the findings; provided recommendations to the client/internal team based on findings
- Led ideas from concept to execution by collaborating with a team of project managers, engineers and art directors

Senior UI / Visual Designer, FJORD Accenture Interactive

(Freelance), May 2016 - August 2016

- Led UI re-design effort, iconography and UX for the Salesforce Intelligent Patient Platform Nurse-to-Patient dashboard, as part of Accenture's Life Sciences team of consultants

Product Design Lead, ZENO MEDIA

June 2015 - March 2016

- Led the redesign of radio dashboard for independent broadcasters
- Spearheaded product development, user testing of new features working closely with sales, marketing and start-up founders
- Designed high fidelity visual assets for all new and existing product features
- Increased and ensured visual language consistency of all marketing materials, tutorials, user portal and console dashboard
- Created UI prototypes to test

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EXPERIENCE,
Cont.

UI Designer, FJORD Accenture Interactive

(Freelance), December 2014 - May 2015

- Designed the interface and interaction for retail rewards mobile app
- Provided thought leadership for existing usability challenges

UX Designer, A+E NETWORKS

April 2014 - December 2014

- Built the company's employee website
- Established design documentation
- Created user flows, sitemaps, wireframes, prototypes
- Conducted user research and user testing
- Participated in hiring initiatives of front and back-end developers

Full Stack Designer - Art Director, EMERGENT PAYMENTS (formerly LiveGamer)

May 2013 - March 2014

- Conceived new design strategies to build ad products in collaboration with producers, sales, business development and the executive teams
- Led the rebranding efforts of company website and the re-design of marketing collateral materials, presentations, new company logo style guide and toolkit
- Evolved the company's visual identity systems and design patterns across all branded communication channels

UX Designer / Information Architect, HARRISON & STAR

(Freelance), February 2013 - May 2013

- Designed the information architecture, interaction and data visualization for iPad app on the Veeva platform
- Created user flows, sitemaps and wireframes for websites, mobile iOS apps

UI Designer, FJORD

(Freelance), November 2012

- Collaborated in the creation of visual design and style guide for mobile iOS app

UI Designer, CABLEVISION

(Freelance), June 2012 - October 2012

- Created the user interface design for mobile Android app
- Developed high fidelity visual asset toolkit and style guide

Visual / UI / UX Designer, PLAYMATICS

May 2011 - June 2012

- Led the art directorial vision, visual design of web based educational game
- Collaborated with producers, engineers to create the UX of various games

RECOGNITION

2013 IFP NYC Mobile Web Game Jam - Runner Up

2013 Mozilla Game On Challenge - Notable Entry for a multi-device mobile web game

2011 Parsons Bootcamp Teaching Fellow

2008 Ad campaign published in Think Now, Design Later by Pete Barry

2004 Leo Burnett Scholarship for Outstanding Student in Advertising Design

EDUCATION

2012 MFA in Design and Technology, **Parsons School of Design**

2004 BFA in Advertising Design, **Syracuse University**