



ROUSSINA VALKOVA

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Skills

You can lean on me to:

- *help you design user-centered digital product experiences*
- *work in a collaborative, agile, adaptive and iterative way.*
- *be a strategic business partner with effective and efficient aesthetic.*
- *show you how to do things better*

I am great at:

Sketch, InVision, Visio, Axure, OmniGraffle, Balsamiq, Adobe CC, Zeplin, WordPress, TextMate, Coda, Transmit, Versions, Github, Silverback, Trello, Jira, Workfront, Slack. I have working knowledge of HTML/CSS, various video and audio editing software.

Education

MFA in Design and Technology, PARSONS SCHOOL OF DESIGN
2010 - 2012

BFA in Advertising Design, SYRACUSE UNIVERSITY
2001 - 2004

Experience

UX / UI / Product Design - Self

<http://www.roussina.com>
May 2012 - present

As a consultant, I keep working on a breadth of projects for various clients.

Senior Information Architect, LIQUIDHUB

September 2016 - June 2018

- Designed the information architecture of websites for popular financial clients
- Developed personas, user flows, user journeys, sitemaps, according to brand, business, and stakeholder requirements
- Structured and drew insights from user research and created artifacts that illustrate how digital projects will look and work
- Led ideas from concept to execution by taking requirements and working with a team of project managers, engineers and art directors to design what is possible within the constraints of the project
- Accounts: Chase Marriott, Fidelity, Wells Fargo, M&T Bank, Godiva, Steiner Sports

Senior UI Designer, FJORD, ACCENTURE INTERACTIVE

(Freelance), May 2016 - August 2016

- Led UI re-design effort, iconography and UX for 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 re-design and launch of legacy product ZenoLive radio dashboard for independent broadcasters
- Created UI prototypes to test
- (Cont. page 2)



Experience,
Cont.

- Spearheaded product development, user testing and new features working closely with sales, marketing and start-up founders
- Gained agreement on requirements for current and future products
- Designed high fidelity visual assets for all new and existing product features
- Increased and ensured visual language consistency of all marketing materials, videos, tutorials, listener's web pages, user portal, dashboard

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

Art Director, EMERGENT PAYMENTS (formerly LiveGamer)

May 2013 - March 2014

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

UX Designer, HARRISON & STAR

(Freelance), February 2013 - May 2013

- Designed the 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 UI and visual design for mobile Android app, after given wireframe and developed high fidelity visual asset toolkit and style guide

Visual/UI/UX Designer, PLAYMATICS

May 2011 - June 2012

- Led the visual design vision and launch of Flash educational game, collaborated with producers, engineers and technical artists to create UX and high fidelity visual design assets for various games
- Conducted visual research

Recognition

2013 **IFP Mobile Web Game Jam NYC** - Runner Up for MNMLSTCWBY

2013 **Mozilla Game On Challenge** - Notable Entry for Trollympics - 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