Vitaliy Merkulov

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CAREER SUMMARY

**User Experience Manager • User Interface Designer • Front-End Developer**

* ***Transformative user experience manager*** with 7 years of experience designing user experiences, facilitating workshops, managing teams of designers, and meticulous project execution.
* ***An energizing coach and mentor*** committed to advancing design in the organization, providing meaningful feedback and motivating team to achieve exceptional results.
* ***Exceptional leader*** with extensive people and strategic skills. Solve organizational issues, communications challenges, stakeholder management and strategic decision making.

AREAS OF EXPERTISE

* User Experience Design
* Project Management
* User Research
* Business Analysis
* Wireframing
* Prototyping
* Information Architecture
* User Interface Design
* User-Centered Design
* A/B Testing
* Usability Testing
* Agile Methodologies

PROFESSIONAL EXPERIENCE

**AgreeYa Solutions**, Folsom, CA **2017 – Present**

*Global provider of software solutions for fortune 100 companies and maintains a portfolio of own software*

**User Experience Manager**

Initially hired as a Lead UI/UX Designer then promoted to a UX Manager position. Plan, oversee, and track the work of global team of UI/UX Designers across multiple projects. Collaborate with cross-functional teams to create products that users love using.

* ***Drove change in the organization*** by involving UX team in every step of the product lifecycle from user research to project completion resulting in improved customer satisfaction.
* ***Directed the redesign of Air Quality mobile app*** yielding a 73% increase in app downloads, 39% increase in active users and improved the app star ratings from 2.9 to 4.8.
* ***Facilitated User Centered Design (UCD) workshops*** involving many different parties in the design process to help identify challenges upfront so that solutions can be found early.

**Renter Inc**, Roseville, CA **2016 –2017**

*Provider of web-based software for Real Estate Investors and Property Managers*

**Lead User Experience Designer**

Developed product strategy by conducting market research and identifying user pain points. Led a remote team of UX/UI designers conducting user research, wireframing, prototyping, usability testing, and A/B testing.

* ***Led research efforts for 70+ users*** which helped to uncover the user’s hidden fears that led to changing the pricing model resulting in 81% increase in sales.
* ***Improved design team efficiency*** by standardizing tools and processes allowing designers to better communicate and delegate projects between senior to junior designers.

**SuiteAmerica**, El Dorado Hills, CA **2014 –2016**

*Nation’s second largest provider of corporate housing and corporate relocation services*

**User Experience Designer**

Initially joined as User Interface Designer to redesign the company’s websites, mobile apps, and overall corporate identity. Convinced the stakeholders of the need of UX design as an essential part of the design process which resulted to a change of my role to User Experience Designer.

* ***Designed first of its class iPad app*** which replaced the printed guest materials with interactive and personalized content available in guest’s room resulting in better user experience and engagement.

**Apple**, Cupertino, CA **2014 – 2014**

*Company that designs, develops, and sells consumer electronics, computer software, and online services*

**User Interface Designer and Front-End Developer**

Primary responsibly was to re-design six internal business intelligence web applications. Performed user-research, interface design and front-end web development. Was part of multiple Agile / Lean project lifecycles.

* ***Sold my design ideas to stakeholders*** which demonstrated my ability to design user friendly interfaces, resulting in minimal intervention in subsequent project designs.

**Health Net**, Rancho Cordova, CA **2012 – 2014**

*National health care insurance provider which provides benefits to over 5.9 million individuals in 50 states*

**User Interface Designer and Front-End Developer**

Brought in to streamline the website design/development process by standardizing the user interfaces used throughout the corporate websites. Created style guides, reusable html/css/javascript code templates, documentation how each user interface is to be used. Became a liaison between business and dev teams.

* ***Developed company’s mobile strategy*** by first convincing stakeholders of the need for mobile support throughout the company’s public facing websites.

**Intel**, Hillsboro, OR **2010 – 2012**

*World's second largest and second highest valued semiconductor chip manufacturer*

**Front-End Developer**

Developed mobile-friendly, multi-language user interfaces using html/css/javascript.

* ***Presented website re-design recommendations to executives*** which resulted in about half of my recommendations made it to the future project plans.

EDUCATION

**Bachelor of Science, Majored in E-Business (Business Administration, Web Design, Computer Science)**

PCC, Pensacola, FL

**User Experience Designer Certification**

LinkedIn, San Francisco, CA