MC

Mariya Chekmarova

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Experience

07/16 - Present

Freelance
UX Designer & Researcher

Clients | Stanford d.school, LivePerson
Providing UX design and research services

5/15 - 06/16

Code & Theory
UX Designer | New York

Quest Diagnostics | Web application | UX lead, managed Jr. UX designers, owned UX deliverables
Google| Experiential narrative tools | Designed two mobile prototypes
thetruth.com | Site redesign | UX lead, engagement mechanisms resulted in 751% increase in social shares, 386% increase in video plays and a 26% increase of engagements with "the facts", designed the CMS, lead workshops and training sessions, managed an intern
Truth Initiative | Site redesign | Strategy & execution for publishing tools, IA & CMS design

10/14 - 4/15

LivePerson Inc.
UX Architect | New York

Collaborated with analytics, development, QA, marketing, support, design team to prioritize & implement website changes
Led a research project that informed on overall company strategy: pricing, product marketing, product features, UX, customer experience for both the B2B & consumer product

1/13 - 5/14

Sverve
UI/UX Designer | New York

Worked closely with CEO & CTO to prioritize product features for consumer platform
Shipped new features with in-house & remote development team

Education

6/14 - 8/14

General Assembly
UXDI Student | New York

Solidified latest user research techniques: surveys, interviews, testing
Improved IA, wireframing, and prototyping skills

April 2013

Northeastern University
Boston, MA

BA in Art, Urban Studies Minor, Summa Cum Laude
Meserve Scholarship for Creative Excellence (2009 & 2013)
National Co-op & Dean's Scholarship

7/2012

Delft, Netherlands

Sustainable Urban Transportation Courses at TU Delft
Final student project: Downtown Boston Circulation Plan

5/2011

Venice, Italy

Photography and Venetian Art History Courses
Side work: shot Venice Biennale openings, events & parties for Art Ruby

Skills & Documentation

Competitive analysis, content audits, concept models, decks, research plans & reports, personas, sitemaps, user flows, wireframes, clickable prototypes
Sketch, Axure, Omnigraffle, Keynote
Adobe Photoshop, Lightroom, InDesign, Illustrator

Languages

English, Ukrainian, Conversational Russian, Basic German