

Lana Sidorovskaya

Design Leader - UX/Product

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A dynamic, innovative and passionate leader in Product/UX Design and strategy with over a decade of professional experience in both the agency side and in-house businesses. Has a proven record of successfully planning and executing design and strategy for both Mobile and Web apps. Evangelizes user-centered design methodology; possesses high energy and resourceful leadership style that inspires colleagues and promotes teamwork.

Work Experience /

02/16 - TODAY

Sr. User Experience Designer / SATO Global Solutions

VISION Retail platform is designed to improve operational efficiencies and increase sales by leveraging the power of data and utilizing RFID technology. It consists of three parts: Sales Associate app (iOS, Android), Smart Fitting Room (Android), and Management Console (Angular 5, HTML).

As a Lead Designer, I work with the product team to shape features that will go into the product roadmap and then lead the design process with a hands-on approach.

Responsibilities:

- Continually foster relationships and collaboration between designers, product, developers, sales and other internal and external stakeholders.
- Conduct user research and testing including but not limited to competitive analysis, surveys, user interviews, focus groups, usability testing.
- Analyze research results and provide design strategy based on findings.
- Communicate designs and strategy via sketching, detailed wireframes, high and low fidelity mockups, user flows, functional prototypes, journey maps, personas and more;
- Facilitate design meetings and cross-functional brainstorming workshops.
- Developed and continue maintaining the pattern libraries to keep consistency across all supported platforms and devices as well as speed up the design and development process.
- Continually experiment with design and prototyping tools and stay on top of various UX-related technologies, trends, and developments.
- Communicate best practices for design and reasoning behind UX decisions to key stakeholders.
- Evangelize the user-centered approach in all of our design decisions.

08/15 - 02/16

User Experience Designer / AutoNation

During my tenure at AutoNation, I worked as a part of the Strategy and Design team on continual improvement of usability of AutoNation.com and other AutoNation products.

Responsibilities:

- Conduct user research and testing including but not limited to competitive analysis, surveys, user interviews, focus groups, usability testing.
- Analyzing research results and providing a design strategy based on findings.
- Communicating ideas and research learnings via user flows, personas, journey maps, empathy maps, wireframes, interactive prototypes, high fidelity mockups, etc.
- Collaborating with product owners, developers, and other designers to continually gather learnings, ideate and provide recommendations and solutions on how to improve old and build new experiences.

2010 - 2014

Lead Web Designer / Jarden Consumer Solutions

- Conceptualized, directed and designed multiple e-commerce websites.
- Conducted interviews and built a team of designers to support the new merchandising email and web marketing platform.
- Created a collaborative process between merchandising team, creative services and legal department to streamline the design and production of multi-asset email and web marketing campaigns, which led to **12% increase in conversion and 37% in revenue over Q4 of the previous year.**
- Pioneered the use of A/B Split testing for email campaigns.
- Managed and provided art direction to a team of contract designers, assuring the quality of work and timely delivery under tight deadlines.
- Trained print designers in web design and production.
- Produced and directed the production of wireframes, sitemaps and high fidelity mockups for a variety of responsive websites.
- Evangelized collaboration between creative services and IT departments, which was essential in building responsive websites.
- Collected requirements and conducted design presentations for both internal and external stakeholders.

2007 - 2010

Senior Web Designer / Navigant Marketing

- Conceptualized and designed websites, email campaigns, newsletters, animated banner ads and online campaigns
- Utilized HTML/CSS to implement changes and updates to existing web pages.
- Developed emailers and e-newsletters.
- Provided art direction for Flash Developers and Video Producers.

2002 - 2007

Web Designer / Nikki Beach

- Conceptualized and designed websites, email campaigns, banner ads.
- Developed and maintained HTML and Flash websites.
- Designed and developed animated banner ads and online campaigns.
- Communicated with both internal and external stakeholders to collect requirements and conduct design presentations.

Core Tools /

- Sketch
- inVision
- Framer
- Principle
- Lucidchart
- Zeplin
- AxureRP
- Adobe Suite

Core Competencies /

- User Experience Design
- User Experience Strategy
- Product Design
- Information Architecture
- Interaction Design
- Mobile
- Responsive
- Prototyping
- Interface Design
- Heuristic Analysis
- Micro-interactions
- Animation
- Pattern Libraries
- Customer Journeys
- User Testing
- User Personas
- Focus Groups/User interviews
- E-Commerce
- Agile
- Leadership

Awards /

2011 Silver Addy Award
Aer1System.com

Languages /

English / Russian / Ukrainian

Education /

The Art Institute of Ft. Lauderdale
Major: Computer Animation

Select Brands/

