ANYA NIKULINA

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Interaction Designer in San Francisco

Meticulous **UX / Interaction Designer** who undertakes complex assignments, meets tight deadlines, and provides simple, intuitive and easy-to-use solutions. Possesses practical knowledge in User-Centered and Agile design methodologies. Effectively identifies and responds to business and user needs through various research and testing techniques. Applies strong skills in Interaction design, informational architecture, analytical and product management to communicate design solutions to users, stakeholders, and developers. Big proponent of lean and iterative design approach.

Industries:

healthcare • supply-chain management • financial • real estate owned• customer relations management
music • social • social recommendations

Core competencies include:

Interaction design • wireframes • prototypes
UX design • user persona and scenarios • user journeys • low-fidelity user testing • qualitative research

Professional Experience

INDEPENDENT CONTRACTOR • October 2012 – Present

Rallyware • San Francisco, CA
Working together with the design team on streamlining and simplifying the design for the second version of the Rallyware platform – task management system for volunteer-based organizations.

Netflix • Los Gatos, CA • October 2012 – November 2013
Led design for multiple projects at Netflix Customer Service Organization.

Elastic Teams • Palo Alto, CA • May 2012 – March 2013
Designed MVP for a major manufacturing and distribution project, and social recommendation site for moms.

bOnline • London, UK • November 2011 – September 2012
Helped in planning, designing and executing bOnline product from ground up through the first year. By the end of the first year bOnline was serving its first 100 of paying customers.

KLEINTECH • San Francisco, CA • May 2011 – November 2011
User Experience Designer
Headed the design of TasteJive.com - wine recommendation network. Took the product from the initial concept to a working MVP. In creating this product we relied heavily on remote usability testing and iterative approach. Worked close with visual designers and managed communications with remote development teams.

MEDEANALYTICS • Emeryville, CA • May 2010 – May 2011
Sr. Interaction Designer
- Created user experience for the innovative Patient Access Intelligence product, successfully used by hospitals across the country.
- Collaborated with overseas team of designers on user interactions and look and feel for the next generation of MedeAnalytics products.
- Organized and led usability testing effort for Patient Access Intelligence products.

KROOGI • San Francisco, CA • January 2008 – March 2010
Product Designer

- Designed both Kroogi.com - leading music content distribution network in Russia, and Kroogi Downloads for Facebook, and led further iterations of those products. Design of both products was based on experiment-driven design principles.
- Worked with visual designers, development team and QA to coordinate and organize further effort for site optimization and improvement.

INDEPENDENT CONTRACTOR • February 2007 – January 2008

Pure Digital • San Francisco, CA
Was a lead interaction designer on Flip DVD product – an online DVD generation and printing application.

Naviscent • San Francisco, CA
Online store redesign for the leading professional software company: project management, discovery, interaction design and specifications, usability testing, customer interactions. Managed a team of designers and developers to create prototype as a final delivery.

LAWSON SOFTWARE • San Francisco, CA • 2004 – 2007
Usability Analyst

- Performed all User Experience design activities for the products developed by Mobile Supply Chain Management Applications group. Acted as the main usability contact for Business Analysts, Product Managers, and Development teams.
- Led usability requirements gathering activities. Introduced goal-centered design methodology during design phase for Lawson Point of Use product.

REMEND • San Francisco, CA • 2001 – 2004
UI Designer
User Interface design of the Real Estate Owned management tool, including requirement analysis and task definition, informational flow and functionality design, low and high fidelity prototyping, icon design.

CITADON • San Francisco, CA • 1999 – 2001
Web / UI Designer
Conversion of functional requirements into conceptual prototypes. Participation in designing and conducting usability studies.

Education

1997 – 1999

San Francisco State University, College of Extended Learning, Certificate in Internet Technology and Design.

1993 – 1997

Urals State University, Department of Art History and Culturology (Yekaterinburg, Russia) Bachelors Degree in History of Art