

Creative professional with over 20 years of experience

My goal is to provide user-centered and empathy-driven solutions with maximized Real Product Value*, based on UX Researches, Usability Testing and A/B Testing, and Team Capacity and Velocity.

*Real Product Value is a users-centered, inclusive, with ongoing respond to changes and easy-to-use solution that meets acceptance criteria, tested, and delivered on time.

EXPERIENCE

LuxFort LLC West Bloomfield, MI
UX / UI Designer (Freelancer) 07/2020 – Present

1. Created responsive websites and mobile-based applications for service and product based companies, concept through launch.
2. Worked with Technical Documentation
3. Developed multiple wireframes and prototypes
4. Designed and assisted with production of design system, components and variants
5. Researched a tested users / products with use of “Qualtrics.com” tools (Needs-Based Analysis, New Product Idea, Product Satisfaction, Product Concept Testing, Online Purchase Feedback, Net Promoter Score Relations, Vote and Rank)

ePromoPrint.com Bloomfield Hills, MI
Project Manager 10/2018 – 02/2020

1. Interacted with stakeholders
2. Gathered business requirements
3. Created Personas and User Stories
4. Worked on aligning expectations between business and development teams
5. Planned and managed resource allocation
6. Assigned tasks and distribution

Business Design Solutions, Inc. Southfield, MI
Lead Graphic / Web Designer 06/2008 – 05/2018

1. Overseen and delivered a wide range of creative projects and hold the meetings to present creative concepts to clients
2. Lead creative sprints (cross-functional team of 6) and daily scrums with use of Asana
3. Continuously worked on operations improvement, by decreasing business, social, technical, and cost and schedule risks
4. Created and overseen backlogs for the different products we were working on
5. Worked cross-functionally at all stages of the creative process, applying best UX practices and Agile principles during innovative development
6. Ensured that design concepts are user-oriented and emphasized, business value oriented, on-brand, and innovative
7. Participated in multiple trade-shows (Detroit, Boston, Chicago, Orlando, Las Vegas)

Business Design Solutions, Inc. Southfield, MI
Graphic / Web Designer 11/2001 – 06/2008

1. Designed multiple marketing materials, to promote clients’ brand, products, and services, such as: business cards, brochures, booklets, Infographic, websites (front-end and back-end), sales presentations
2. Worked with internal design library
3. Verified print production-safe colors (with the special attention to blue and black colors for printing and all dark colors for the folding lines)

SKILLS

- UX Researches
- Usability Testing and A/B Testing
- Empathy Maps, User Stories, Problem Statement and Pain Points, Journey Maps, and Ideation
- Information Architecture
- Wireframing and Prototyping (Low- Fi and Hi-Fi)
- Visual Design and Interaction Design: user flows, mockups, iconography, typography, colors, layouts, data visualization, etc.
- HTML, CSS, JavaScript
- Executive and Stakeholder Presentations
- Experienced with Social Media (Facebook, Instagram, LinkedIn, YouTube, etc.)
- Knowledge and experience of Accessibility Standards ADA & WCAG Compliance (art. 508)
- Experience working for users in highly technical areas in IT and Development including: data, data analysis, APIs and integrations
- Strong facilitation, communication, and relational skills
- Systems thinking mindset with the ability to pay attention to detail
- Experience working with vendor relationships
- Multilingual: English, Russian, Ukrainian

TOOLS

- Figma and Adobe XD
- Asana
- Microsoft Office Suite (Excel, Word, Outlook, PowerPoint, etc.)
- Adobe Creative Suite (Photoshop, Illustrator, In-Design, Live Cycle, Bridge, etc.)
- Slack, MS Teams, Zoom

METHODOLOGIES

Agile, Waterfall, Scrum, Kanban, XP, Lean

EDUCATION and CERTIFICATIONS

GOOGLE UX/UI CERTIFICATION		coursera.org
AGILE PROJECT MANAGEMENT CERTIFICATION		coursera.org
VARIOUS COURSES IN WEB DEVELOPMENT	2000-2001	Computer Technology Center / MI , USA
SPECIALIST'S DEGREE: MARKETING	1996-1999	Alfred Nobel University (Accredited) / Ukraine
BACHELOR'S DEGREE: MARKETING	1992-1996	Alfred Nobel University (Accredited) / Ukraine
ASSOCIATE: ELECTRICAL ENGINEERING	1990-1992	Mechanical–Metallurgical College / Ukraine

As a creative professional I have comprehensive background in the areas of building strong business relationships and corporate interactions (cross-functional team collaboration is the key for success), marketing, UX/UI inclusive user-centered solutions, graphic design, website design and development.

ACHIEVEMENTS

1. As a marketing and creative professional, I was working with Gold Star Mortgage Financial for over 15 years and helped to grow company from small business size with 6 employees to Inc. 500 with over 7000 employees.
2. I optimized the workload for the design team, by splitting and prioritizing different tasks. These moves allowed us to increase the speed of project closing in average by 30%.
3. Was able to manage over 100 projects simultaneously, with overall clientele over 600
4. Organized and participated in several BNI (Business Network International) chapters. I was holding positions of President, VP and Secretary of Treasure.
5. Conducted multiple educational classes for multiple business owners on how to improve conversion rate during the trade shows and conferences with average improvement of closing rate of 18-30%
6. After conducting the study on "Physiological Impact of The Colors", wrote an article that was used by Michigan State University (MSU) as a practical reference for their Graphic Designers' classes.

ADDITIONAL SKILLS

InVision, PHP and My SQL (basic knowledge), currently taking GSA classes for article 508 (WCAG), advertising budgeting and optimization, QuickBooks, Complete Adobe CC (20+ years of experience), JIRA (self studying in process).

Should you find my profile looks engaging, please let me know, so we can set up a time to cover more details.

ADDITIONAL INFORMATION

Brief list of my clientele:

- Gold Star Financial (finance, banking and mortgage sector)
- ARKK Engineering (wheels and tires sector – international equipment manufacturer and supplier)
- Cars.com (antique automotive and hot-rods parts supplier)
- MB Tech (Mercedes-Benz Technical Dept. - automotive)
- Bromberg Translation Services
- DENCAP (dental insurance and plans. Largest in Detroit Area)
- SUN Pharmaceutical Industries, LTD (former CARACO Pharmaceutical)
- GLOENSO (anaerobic digestion sector)
- FERBER Warehousing (ConveyorWare business software)
- G-ACCON (accounting software development)
- Marlenka (international manufacturer – packaged food sector)
- Global Network Technologies (software security)
- 9ROUND (sport franchise corporate)
- Midwest Machinery (steel processing equipment)
- Nova-shipping (international logistic company)
- Lifebrew and SWAY (non-alcoholic drinks manufacturer)
- Durable Systems (chemical coatings manufacturer)
- Atlas Copco (German Automotive Engineering)
- GAZ (Russian Federation Automotive Manufacturer)
- Great Lakes Hospitality (management group of over 30 hotels 3 and 4 stars)
- Sport Team BMW (Formula 1 – Farmington, MI division)
- RedZone Auto (car personalization tool)
- Other small and medium size businesses (over 500 clientele)

Best Regards,

Dmitriy Lebedinskiy