**ALEX GOLBERG**

917-797-3090 | info@mediainvision.com | New York, NY 10036

**PORTFOLIO**

[https://uxdesigner1.godaddysites.com](https://uxdesigner1.godaddysites.com/)

**PROFESSIONAL SUMMARY**More than nineteen years of work experience proving UX Research tasks for complex projects. I possess competent understanding of UX Assessment, UX Evaluation and UX Design for web, responsive and mobile applications (OS and Android), native and hybrid as well as physical media product. Direct skills include: fluency in most UX design applicable software applications (Adobe XD, Dreamweaver, Sketch, InVision, Axure and Photoshop) producing graphic assets, proficiency in usability testing, A/B testing, data visualization, personas, user journey maps, wireframes and prototypes. Acknowledgement of HTML5, JavaScript and CSS. Working experience with Agile environment with Scrum methodology, familiarity with Salesforce Development. Moreover, I bring with me User Research and User Interview skills. Analytical and Statistical application include Reports development.

**RELEVANT EXPERIENCE**  
**Product UX Researcher / Designer / Product Owner** Sept. 2017 – Current  
MediaInVision | High Definition Music Card | London, UK (Remote)

* Created high definition physical media music products for the mass market, playable on computers and Blu-Rays.
* Hands-on skills include: Market Analysis, User Research, Assessment, Evaluation, Personas, User journey maps, Ideation, Prototyping using Sketch Adobe XD and Photoshop, Product Testing and Customer Feedback Collection for Future Development, Salesforce, Implementation and Evaluation Utilizing Design Thinking Process with Ethnography and Psychology background.
* Achieve the creation of the product with over 2.5 billion dollars potential market value.

**UX Researcher / Designer**

PRO-IS| Pensacola Beach, Florida December 2007- August 2017Other Clients Include: IMG Golf | BT Football | Portofino Island Resort

* Provided usability analysis, User Research, Assessment, Evaluation, A/B testing, User experience, and design thinking to design high-end Interactive Websites, Apps and Internal Applications. Analytical and Statistical Analysis.
* Included: full user experience process, user and market research, data visualization, personas, user testing, wireframing, and customer journey maps.
* Produced and designed interactive presentations and Prototypes. Achieved the employment of great UX deliverables for complex web sites utilizing applications like Adobe XD, Dreamweaver, Sketch, Azure, InVision and Adobe Photoshop including production of graphic assets. HTML5, JavaScript and CSS.

**UX Researcher / Designer** Jul. 1999 – Nov. 2007  
DecorateToday.com | Plymouth, MI (Enterprise E-commerce web site)

* Developed and maintained graphic assets, information architecture, content analysis, data visualization, analyzing audiences and functional needs, performed research and analyzed industry trends and competitor sites, A/B testing, UX Assessment, Analytical and Statistical Analysis, UX Evaluating, designed greater UX experience, produced high quality deliverables utilizing design thinking process using Dreamweaver, InVision and Adobe Creative Suite.
* Consulted leadership on defining content and new interactive features of a Complex Website, as well as goals and approaches to reach them in terms of user experience. HTML, JavaScript and CSS.

**CERTIFICATIONS**

**UX Designer Certification (Online), 2019**Interactive Design Foundations

**Complex Web Development Certification, 2001**University of Michigan | Ann Arbor, MI

Coursework in Human Computer Interaction, Information Architecture and Development, Cold Fusion.

**Computer Graphics Certification, 1997**  
New School for Social Research | New York, NY  
Coursework in Web Design, Print Design, Multimedia Design, and 3D Animation.

**EDUCATION**

**MA, World Arts Culture, 1995**The State University | Moscow, Russia

**BA, Music Performance, 1992**Moscow Musical College | Moscow, Russia

**SKILLS**

* Design thinking
* Activity centered design
* Personas
* Design sprint
* Competition analysis
* Wireframes
* User testing
* Low and High Definition Prototypes
* Data Visualization
* Agile environment with Scrum methodology
* Customer journey maps
* Applications: Adobe XD, Dreamweaver, Sketch, InVision, Azure, Photoshop.
* Familiarity with Salesforce Development.
* Ethnography and Psychology background.
* Analytical and Statistical Analysis with Reports Development