

## ROZ NOVIK

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Fully work authorized • no visa sponsorship required • fully vaccinated

Presentation: <https://artroute.com/rnov/presentation>

Portfolio: <https://artroute.com/vportfolio>

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### **SUMMARY**

Experienced, creative and dedicated UX Designer. Solid technical background. Expertise in UX, digital design, web marketing, web content and project management. Focus on users. Committed to usability and equitability.

### **SKILLS OUTLINE**

- UX research (qualitative and quantitative)
- Wireframes, prototypes, mockups, personas, user scenarios, journey maps, process flow
- UX design, user-centered design, inclusive design, interactive design, UI elements
- User testing, web accessibility, QA
- UX guidelines, web strategy, branding, digital content management
- SEM/SEO, ads, social media, analytics
- HTML, CSS, JS, SVG
- Figma, Adobe Creative Suite/ Cloud (Adobe XD, Photoshop, Dreamweaver), InVision

### **PROFESSIONAL EXPERIENCE**

#### **Lead UX UI Designer and Web Presence Coordinator**

**2013 - 2022**

Kvetch Press, Kirkland, WA

- Facilitated and coordinated UX research, data analysis and usability testing
- Identified goals, users, created personas and developed user journeys
- Created wireframes, prototypes and mockups, and built templates
- Led redesign of company's websites and improved user experience that resulted in 20% sales increase
- Managed a team of five that included a designer, programmers and content contributors
- Improved digital download user experience, which increased sales by 35% and traffic by 25%
- Expanded company and its products visibility online by organizing and managing blogs, social media and author portals

#### **UX Web Designer and Manager**

**2012-2019**

Neuro-Fitness, Fall City, WA

- Led UX design and websites redesign to improve user experience and usability
- Guided user research and analysis of customer needs
- Coordinated a team of five including a server tech, programmers and content contributors
- Created wireframes, mockups, prototypes and templates
- Optimized the website for search engines, made it responsive and mobile-friendly that resulted in 40% traffic increase and 30% sales increase
- Organized and managed the company's blog, which increased organic traffic by 10%
- Managed Twitter, Facebook, Pinterest and YouTube accounts and coordinated social media content
- Improved Google and Bing search campaigns and implemented visual shopping ads that boosted sales by another 35%

#### **Web Designer and Strategist**

**2008-2011**

TRU, Public University, British Columbia, Canada

- Planned, developed, and implemented web strategies and tactics supporting the growth of the organization's internal and external web presence
- Designed and updated the university website, developed and maintained online usability and navigation functions to enhance the end user experience
- Organized and maintained a library of digital assets, provided quality control

### **EDUCATION**

**Certificates** in web design, web marketing, small business administration and social psychology

**Bachelor's Degree in Digital Design** (Canada) - *The degree is evaluated in the USA*

**Master's Degree in Natural Science** (MGU) - *The degree is evaluated in the USA*

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*US green card holder, permanent resident, reside in WA USA, mother of a US military member, Canadian citizen*