



Roussina Valkova

Senior Product Designer - UI/UX

New York, NY

Contact

Roussina.design

Roussina@gmail.com

917.254.0065

Experience

UX / UI / Product Designer | May 2012 - present

I specialize in full-cycle User Experience Design for digital products and services. I work with individuals, non-profits, small businesses, independent film production companies, and design consultancies. Other full time and freelancing roles between 2011 and now include, but are not limited to: **TRIBAL Worldwide, Accenture Interactive, Zeno Media, FJORD, A&E Networks, LiveGamer (acquired by Autodesk), Harrison&Star, Cablevision, Playmatics.**

KOHLER Co. - ASR Application and ASR Finder

Product Designer | (Contract) September 2021 - July 2022

- Directed UX deliverables by removing obstacles, gaining agreement, and communicating product development status
- Created user scenarios, user/process flows, wireframes and specifications
- Defined dependencies across other development initiatives
- Worked within a cross-functional team to define, maintain, and evolve Kohler's design system

Main accomplishments:

- Designed Kohler's **ASR (Authorized Service Representative) Application and Finder** - the tools for identifying, recruiting and locating third party contractors authorized to work on-site with all major Kohler products and services
- Developed the end-to-end customer experience of the Installer, Re-modeler, Builder and Plumber application process, which includes recruitment, application, territory selection, training, certification and on-boarding
- Conducted UAT testing and articulated issues to remote engineering team for **StudioKohler.com**, launched in May 2022 and **Kohler.com**, launched in October 2022

CVS Health - Retail Pharmacy

Senior UX Designer | (Contract) January - September 2021

- Led the UX design for Prescription-First Fill and Refill eCommerce experiences, working closely with product management, development and QA teams
- Collaborated with A11y designers to understand needs and provide users of all personas with the best possible digital product experience
- Participated in hiring and developing the best talent to support the expansion of the UX organization (interviewed candidates for UX Manager, UX and UI Designer candidates for the team)

Main accomplishments:

- Designed the first time prescription filling process for **CVS Specialty** and **CVS Caremark** mobile app users
- Drafted preliminary design and formative research for next-generation digital shipping consent prescription fulfillment

(Cont. Page 2)

Education

Parsons School of Design

MFA, Design and Technology
2010 - 2012

Syracuse University

BFA, Advertising Design
2001 - 2004

Recognition

- 2013 IFP NYC Mobile Web Game Jam - Runner Up
- 2013 Mozilla Game On Challenge - Notable Entry
- 2011 Parsons Bootcamp - Design Teaching Fellow
- 2008 Think Now, Design Later by Pete Barry
- 2004 Leo Burnett Scholarship

Skills

Toolbox

Figma	Photoshop
Principle	Illustrator
Sketch	AfterEffects
Miro	Pen & Paper

Design Skillset

Wireframing
 User Journeys
 User Flows
 Illustration
 Motion Design
 A11y
 Competitive Analysis
 User Research
 A/B Testing
 Data Driven Design
 Responsive Design

Interests

Abstract painting, film, cooking, baking, travel

Experience (cont.)

DIGITAS HEALTH

Senior UX Designer | (Freelance) September 2020 - January 2021

- Created low fidelity wireframes, sitemaps, supported staff agency UX and QA teams for accounts: **Pfizer, Merck, Supernus, Abbvie**

KASISTO, Inc. - Virtual Assistant UI Lead

UI/UX Designer | (Contract) April - July 2020

- Re-imagined the design of Kasisto's Artificial Intelligence (KAI) Virtual Assistant for banking and financial clients
- Created both low fidelity wireframes, high fidelity prototypes and animations for various virtual assistant states, according to AI's intents and conversational contexts

THUP GAMES

UI/UX Designer | (Contract) December 2019 - February 2020

- Collaborated with CEO, CTO and client to define player experience, build user interface design for trivia game Noovie Trivia, a mobile and browser game using cutting edge WebGL tech/Phaser framework
- Built game sitemap, wireframes, based on basic game mechanics
Designed game backgrounds, visual art assets and overall art direction based on requirements

4AARTS.ORG American Alliance of Artists and Audiences

Lead UX Designer | (Full time contract) January 2019 - April 2020

- Defined and led the full cycle UX direction process for web and mobile web platform - identified user personas through conducting research; wrote user stories and interaction specifications; mapped user journeys and flows; built wireframes
- Collaborated with strategic stakeholder team, product manager, visual designer, and engineering team to apply user-centered design methodologies to create a unique, but seamless event listing and search experience
- Led usability testing workshops with end-user target audiences, interpreting their needs, created user-centered design iterations by considering research findings, customer feedback and analytics
- Conducted QA testing; defined and articulated issues to remote engineering team

LIQUIDHUB (Acquired by CAPGEMENI Invent)

Senior Information Architect | (Full time) September 2016 - July 2018

- Facilitated the gathering and synthesis of business objectives and user requirements and created compelling representations for navigation, concept models and process flows - site maps, user flows, user personas and journeys, built wireframes
- Formulated and lead participatory design/user testing sessions and identified and documented meaningful patterns; provided recommendations to the client/internal team based on findings
- Engaged with product management and stakeholders to gather requirements, research best practices, and perform competitive analysis to deliver the initiative scope

Contact

Roussina.design

Roussina@gmail.com

917.254.0065