

Anna Vinogradova

UX Designer

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I am a UX Designer who uses research tools, strategy, and technology to understand people, analyze problems and create satisfying outcomes. Having worked with Health Research Institutes & Startups, I have gained hands-on experience of various UX methods and different work cultures in the USA and Europe.

30+

Projects

50+

Mentees

12

Publications

10

Certificates

EXPERIENCE

USER EXPERIENCE RESEARCHER

Taproot Foundation

Oct 2017 - Jan 2018

- Analyzed qualitative data, wrote re-design strategy for website and mobile app, performed heuristic evaluations, created mood boards and color palettes

USER EXPERIENCE DESIGNER

Oenomad

Jan 2017 - Sep 2017

- Redesigned existing website and mobile app using UX and Visual Design principles
- Performed 10 preference and navigation user testing for the final product

UX CONSULTANT FOR STARTUPS

WIIM.EU

Jun 2013 - Jun 2016

- Co-designed a wearable for hearing impaired individuals and strategized UX research process
- Collaborated with engineering team, product management, and marketing on identifying user pain points and brainstorming opportunities to finalize the product development, assisted in writing grant proposal (secured \$200K in funding)

FIRST DERM

- Researched and generated 4 written content for a user persona of FirstDerm website

TEACHAIDS

- Conducted 5 stakeholder interviews for product internalization
- Assisted in creating a Russian language version of the product

EDUCATION

HUMAN-CENTERED DESIGN PROGRAM (2017)

IDEO.org/Acumen, San Francisco, CA

UX DESIGN PROGRAM (2016)

General Assembly, San Francisco, CA

MS in EPIDEMIOLOGY (2012)

State University of New York at Albany, NY

PhD in DENTISTRY (2008)

Medical Academy, St.Petersburg, Russia

skills

USER RESEARCH
USABILITY TEST
PRODUCT DESIGN
CARDSORT
PERSONA DEVELOPMENT
PROTOTYPE
MARKET RESEARCH
INTERACTION DESIGN
HEURISTIC EVALUATION
STORYBOARD
USER INTERVIEWS
USER FLOWS
WIREFRAME

tools

SKETCH
BALSAMIQ
INVISION
TRELLO/SLACK
COGGLE

languages

ENGLISH
SPANISH
RUSSIAN