

# ANNA VINOGRADOVA

## UX RESEARCHER & DESIGNER

---

UX design researcher who uses empathy, curiosity, strategy and technology to understand people, analyze problems and create satisfying outcomes.

---

✉ annvinograd@hotmail.com

☎ (415) 900-8616

🌐 www.annvinogradova.com

---

## skills

USER RESEARCH

USABILITY TESTING

PERSONAS

SITEMAPS

CARDSORTING

USER FLOWS

CONTENT STRATEGY

INTERACTION DESIGN

PROTOTYPING

COMPETITIVE ANALYSIS

PROJECT MANAGEMENT

FLUENT IN SPANISH, RUSSIAN

## tools

SKETCH

BALSAMIQ

INVISION

HTML/CSS

CARDSORTING

USER FLOWS

CONTENT STRATEGY

TRELLO/SLACK

COGGLE

## EXPERIENCE

### USER EXPERIENCE DESIGNER

Oenomad

Jan 2017 - Present

- Redesigned existing website and mobile application using UX and Visual Design principles
- Created sign in and onboarding screens for brand experiences
- Performed preference and navigation user testing to discover the most user-friendly solutions

### UX RESEARCHER & DESIGNER CONSULTANT FOR STARTUPS

Jun 2013 - Jun 2016

WIIM.EU

- Strategized UX research & design process of a wearable for hearing impaired individuals
- Analyzed research through personas and user stories to develop concept evaluation
- Collaborated with engineering team, product management, and marketing on identifying user pain points and brainstorming opportunities to finalize the product strategy and development, assisted in writing grant proposal (secured \$200K in funding)

FIRST DERM

- Researched and generated compelling written content for a user persona of FirstDerm website that engages and inspires users

TEACHAIDS

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

### PREVIOUS EXPERIENCE

Healthcare Industry

2003 - 2012

- Collected, analyzed, presented qualitative/quantitative data
- Supervised 15 clinical trials running concurrently
- Defined goals and metrics for service quality research and testing
- Designed and implemented a new algorithm of service
- Led a team unit of 6 healthcare workers
- Co-authored 6 scientific publications in peer-reviewed journals, wrote 3 winning grant proposals (secured \$100K in funding), and edited 50+ scientific abstracts for 7 international conferences

## 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)

The State University of New York, NY

### PhD in DENTISTRY (2008)

Medical Academy, St.Petersburg, Russia