

# Tamara Zenovych

UX/UI Designer

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## **PROFESSIONAL SUMMARY**

Experienced UX/UI Designer crafting digital products for e-commerce and B2B companies. Holds a total of 11 years of experience in tech, spanning various leadership roles in scaling startups to global B2B SaaS companies. Transforms ideas to reality, shaping engaging digital journeys from research to launch and upkeep. Operates on data-driven methodologies to define and prioritize features, aligning design decisions with user and business objectives through effective stakeholder communication.

## **PROFESSIONAL EXPERIENCE**

UX/UI Designer

4/2023 – Present

Career Pathway Institute, Stanford, CA

- As a primary designer on the project, led a website audit and applied brand guidelines to the new UI design. Implemented a comprehensive informational architecture and sitemap. Performed usability testing, resulting in a 78% success rate.
- Created UI for AI **resume builder** feature MVP, resulting in an 86% customer satisfaction score.
- Collaborated with cross-functional teams, encompassing the CPO, CTO, marketing team, and CEO, to synchronize the product with strategic objectives, allowing shipment of extra features during P0.

UX/UI Designer

3/2021 – Present

Freelance, Kirkland, WA

- Shipped 10+ responsive websites for e-commerce businesses in CA and WA. Crafted landing pages using the AIDA approach and decreased their bounce rate on average by 14.7%.
- Researched user data and competitors to optimize user flow and website navigation. Enhanced conversion rates and user confidence through strategically placing CTAs, resulting in an average exit rate of 38%. Integrated user-generated content and reviews to bolster brand credibility and customer engagement.

Creative Executive

4/2022 – 09/2022

Mir Ukraine Foundation, Fairfield, CT

- Designed and launched a responsive website and supporting materials for the marketing campaign for the non-profit.
- Analyzed main competitors, created testing protocols, conducted user interviews to identify user behavior, and performed usability testing on the donation flow. As a result, donations increased by 218% in the first week.

Product Designer

8/2021 – 02/2022

Whim Local, Foster City, CA

- In collaboration with a team of 4 designers, executed a UX evaluation of the product design, user flows, and design iterations.
- Delivered high-fidelity mockups and advocated for optimal usability at every process stage. Built graphic design from scratch in Adobe Suite and Figma to promote a product launch via digital and print resources.
- As a result, the product launched on time and received positive reviews from the SF Bay Area community.

Content manager

3/2018 – 3/2020

Angel Media, Kharkiv, Ukraine

- Produced content strategy and visual content for the Culinary blog that grew the channel organically to 20K+ followers.

HR Director

1/2017 – 7/2017

Waverly, Kharkiv Ukraine

- Grew the company's head count to 100+ employees globally. Created and drove the adoption of new HR guidelines. Composed new internal guidelines that resulted in 62% headcount growth in less than a year, allowing the company to scale fast and expand in a tight timeline.

## **TOOLS:**

- Figma, Adobe Creative Suite, Miro, Jira, Oracle ERP, Webflow, Squarespace, Wix.

## **EDUCATION**

- UX Design Certificate, Skyline College, 2021.
- Coding for Designers, Cañada College, 2021.
- Web Design, Graphic Design Certificate, Projector - Creative & Tech Institute, 2021.
- Master of Science in Economics, 2012. Kharkiv University of Humanities "People's Ukrainian Academy", Kharkiv, Ukraine.