

VITA PAPERNOV

Experience Designer and Manager

www.linkedin.com/in/vitapapernov

vitap@icloud.com

347-726-1390

PROFESSIONAL SUMMARY

- Award-winning user experience designer, strategist and team leader with over 14 years of experience designing transformational web, mobile and multi-platform products, which have taken businesses to the next level.
- Hands-on design and management experience throughout the product lifecycle.
- Evangelist and innovator of user-focused design practices.
- **Select Brands / Clients:** ABG/Avis, AOL, Broadway, CBS, Crayola, CW Network, Disney, General Mills, Gotham Magazine, Guinness World Records, King World, Madison Square Garden, Mall of America, Martha Stewart, NFL, New York Rangers, Philadelphia Eagles, Rachael Ray, Simon & Schuster, Teach for America, Turner, Wiley.

SKILLS

UX Strategy & Management	Wireframes	Visual / Graphic Design	Agile / Lean	HTML5
Product Design	Prototypes	Style Guidelines	Responsive / Mobile	CSS3
UI / Interaction Design	User Research	Identity Design	Adobe Creative Suite	JavaScript
Information Architecture	Market Research	Illustration	Sketch	jQuery
UX Best-Practices	User Interviews	Animation	OmniGraffle	Analytics
Creative / Art Direction	User Stories	Digital Video	Marvel	Adobe Analytics
Visual / Graphic Design	User Testing	AI (Artificial Intelligence)	InVision	Google Analytics
Product Strategy	Content Strategy	AR (Augmented Reality)	Axure	Optimizely
Social Strategy	Content Writing	VR (Virtual Reality)	Justinmind	Tableau

WORK EXPERIENCE

Director of User Experience, Designer (July 2013 – Present)

Freelance, New York, NY 10018

Provide transformational UX leadership at different points throughout the product lifecycle including end-to-end UX management, product strategy, and hands-on design services to digital startups specializing in e-commerce, digital media, social/community, and financial product for web, mobile, and cross-platform delivery.

- Design and test new products and evolve existing products. Art-direct and craft user-facing application design, including, wireframes, visual UI design, branding, style guidelines, maintain design patterns, code hi-fi prototypes.
- Identify appropriate research methods and targets, devise and conduct user polls, in-person and remote interviews, user tests and multivariate feature tests and assess insights data.
- Spearhead UX strategy and process.
- Aid product visioning, research, and assessment and inform UX best-practices spurring improved thinking, process and solutions.

Lead UX Strategist (July 2015 – Oct 2017)

FROM, The Digital Transformation Agency, 151 W. 30th St, New York, NY 10001

Led UX strategy, research, and design for key customer initiatives in Sports, Travel, Entertainment, Enterprise Solutions, and Kids projects. Clients included ABG (Avis), A&E Networks, Crayola, Mall of America, NBC Universal Kids, NFL, and Wiley.

- **Key Achievement:** Improvements to ABG (Avis) global point-of-sale system boosted upsells and reduced checkout time by over 30%, resulting in \$100s of millions in increased revenue for ABG/Avis.
- Designed new and optimized existing digital products, resulting in dramatically increased revenue for FROM clients and new client projects for FROM.

- Propelled internal and external digital innovation projects and mindset by leading digital innovation workshops, presentations, research (particularly, for emerging technologies including VR, AR, AI).
- Authored articles building awareness of digital experience best-practices.
- Mentored junior designers, improving morale, collaboration and product quality.

Director of User Experience (Sept 2011 – June 2013)

Teach for America, 315 West 36th Street, New York, NY 10018

Transformed digital experience for TFA's top-tier B2B and B2C cross-platform product focused on resources and tools for educators, social/community platforms, and career/job portals.

- Formulated user requirements and accomplished responsive redesign, streamlining experience of primary B2C portal TFANet and related digital properties, resulting in improved productivity and satisfaction for demanding user and business stakeholders.
- Optimized UX-to-Tech workflow in close partnership with Tech Leads, expediting and raising standards of front-end implementation. Mentored front-end Development Team in User-Centered development practices
- Conducted rigorous expedited user validation including prototype and multivariate beta testing.
- Led workshops, forging excitement, understanding and strategic thinking to drive quality of digital experience across divisions.
- Managed junior UX team members, spurring improved morale and performance.

UX Lead (Jan 2011 – May 2011)

Kantar Video (Property of WPP Group), 292 Madison Ave, 4th floor, New York, NY 10017

Optimized User Experience for Videolytics™, online video analytics platform, enabling client strategy improvements resulting in increased revenue.

- Redefined interaction model, resulting in reduced task-completion time while providing richer data visibility to high-profile clients.
- Established UX best-practices, incorporating more responsive approaches and touch-friendly patterns, improving scalability for future implementation phases.
- Redesigned related digital properties, streamlining visual brand presentation and incorporating improved social strategy to raise product and brand visibility.
- Authored functionality and product requirements and roadmap in concert with CEO and Platform Manager.
- Functioned as User Experience stakeholder for remote development team.

UX Strategy Consultant (Jan 2010 – Dec 2010)

Freelance, New York, NY

Provided product design and UX strategy to social/community-focused mobile stealth startups.

- Conducted market and user research.
- Drove UX strategy, crafted interaction model, user-flows and annotated wireframes.
- Crafted UI and identity design.

Senior Web Designer / Strategist (May 2007 – Dec 2009)

KickApps, Corp (Now KIT Digital), 29 W. 38th Street, New York, NY 10023

Led design initiatives for the Creative Services Division, generating millions in revenue.

- Designed customized online communities, generating millions-strong audiences for high-profile clients in media/broadcasting, sports, publishing, entertainment, education, and financial industries.
Sample Clients: CBS Corp., CW Network, Guinness World Records, King World, Madison Square Garden, Martha Stewart, Mario Batali, New Orleans Hornets, New York Rangers, ProSieben, SAAVN, and Turner.
- Conducted successful client-facing pitches leading to millions in internal revenue.
- Established design guidelines and authored Statement-of-Work document for the Creative Services Division.

- Drove UX strategy, audience research, social/community strategy for Tier-1 customization projects.
- Crafted personas, user-flows and wireframes; user-tested prototypes.
- Designed visual UI and co-branding for customization projects.
- Coded front-end for customized community architecture in HTML and CSS.
- Managed and mentored 2 junior designers.

Web Designer (Contract: Nov 2006 – Feb 2007)

AOL, Inc. (Contract through Kinetix Technology Partners, LLC), 75 Rockefeller Plaza, New York, NY 10019

Crafted visual UI design for AOL Cityguide pages and features.

- Designed identity for AOL Local Maps and global co-brands, including, NicheMedia and Gotham Magazine.
- Designed banner ads and other promotional graphics for AOL affiliates and clients including Broadway and Disney.

Digital Designer (Jan 2006 – Sept 2006)

Premier Technical Services, Inc. (now Raland Technologies, LLC), 1387 Fairport Rd., Bldg. 1050, Fairport, NY 14450

- Designed user interfaces, multimedia, and authored front-end code for e-learning courseware aimed at medical and security tech professionals.
- Participated in establishment of branding and product design guidelines.

Interactive Designer / Developer (June 2004 – Oct 2005)

Global Learning Solutions, Inc., 150 Lucius Gordon Dr., Suite 204, West Henrietta, NY 14586

- Designed user experience and coded front-end for e-learning software product.
- Designed public company website, corporate identity and marketing collateral.
- Drafted corporate branding guidelines.

Digital Design Consultant (March 2003 – June 2004)

Freelance, Rochester, NY

- Designed and developed e-commerce and corporate websites, identity and branding solutions, and marketing collateral.
- Provided digital product strategy services to startups.

PROFESSIONAL AFFILIATIONS

AIGA – New York Chapter (2000 – 2003, 2013 – Present)

Creative Design Pros (2011 – Present)

Mobile UX (2011 – Present)

EDUCATION

MFA in Computer Graphics Design May 2003

School of Design, Rochester Institute of Technology, Rochester, NY

BA in Studio Art, BA in History May 1999

University of Rochester, Rochester, NY

Magna Cum Laude, Highest Distinction

RECENT PUBLICATIONS

[How Six Industries Are Revolutionizing Experience with Virtual Reality](#) – *FROM.digital*, 2017

[Using Icon Animation to Improve Digital Experience](#) – *FROM.digital*, 2017

AWARDS & RECOGNITION

Coollest Designs Award of Excellence for Vitagraphic (Flash website) (Apr.13.06)

Webmaster Award for Vitagraphic (Jan.10.05)

OOPS E.Zine: Vitagraphic featured in Graphics Showcase (Dec.19.04)

PixelMakers: Award for Vitagraphic (Dec.11.04)

Net Inspiration: Vitagraphic featured (Nov.23.04)

Artsy Awards: Gold Award for Vitagraphic website (Nov.13.04)

NewWebPick Forum: Vitagraphic website Site Feature (Nov.11.04)

Phi Beta Kappa National Honor Society (Inducted, March '98)

Golden Key International Honor Society (Inducted, April '98)

Phi Alpha Theta International History Honor Society (Inducted, Dec. '98)

DIGITAL PORTFOLIO

Website: www.vitagraphic.com; additional work samples available.