

RESUME

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UX/IA TOOLS

Official Justinmind Expert
Pro Paper Prototyping
Xtension
Slickplan
Balsamiq
InVision
Axure
Prezi

UI TOOLS

CSS3
Sketch
HTML5
Adobe Creative Suite

FRAMEWORKS

Twitter Bootstrap
Woocommerce
Wordpress
Prestashop
Magento

WORKED FOR

Red 7
inTeam
DiranGo
Rocketweb
CBW BANK
Pritikin Resort
ComSitesWest
Carlyle Financial
Jones Lang Lasalle
City of Santa Barbara
San Diego Law Library
Am.Chamber of Commerce

STRENGTHS

Innovative User Advocate
Keen CX Strategist
Problem Solver
Pro Illustrator
Team Player

CERTIFICATES

Human - Computer Interaction,
Stanford University, 2013
Internet Programming, Humber
Institute of Technology,
Canada 2005

NORA MANAPOVA

WORK:

UVITED, Montgomery, NY

Info Architect | E-commerce UX Lead 2016-2018

- E-commerce Customer Centered Design/Usability Consulting.
- UX Research/IA, Usability Audit/Testing, IA, Personas, Use Case Scenarios
- Low to High Fidelity Wireframes, responsive web app UX/UI Design, Brand Design, CSS Guides. Google Analytics, Heat Maps, Marketing campaigns analytics.

SAN DIEGO LAW LIBRARY

Info Architect | UX Designer 2015-2016

- After in-depth UX research (rounds of interviews, analyzing and presenting collected data. I built a new marketing strategy that accommodates and unites all stakeholders interests.
- SDLLF had a successful fundraising campaign, when the library received all projected financial support from its donors and local law community as a result of keen UX strategies that the team adopted under my guidance.

ROCKETWEB

UX Ecommerce Lead 2015

- E-commerce User Centered Design/Usability Consulting, two separate Magento shopping carts Earthing.com and BeautyPillow.com.
- I defined user personas & created new UX strategy, CX/user's funnels of new online store that led to constant monthly increase of conversion rate, introduced cross/up sells that immediately decreased rates of shopping cart abandonment.
- Creation UX/Marketing/Lo Fi UI of Earthing movement landing page helped to get #3 position in top 10 USA spa and wellness trends.

CBW BANK

UX Architect | UI Designer 2013-14

- Transactional UX & Remittance app architecture.
- Planned & developed interactive prototype of custom digital wallets Yantra, Global Remit.com, UI/Brand Identity UI System/Template for inner bank products.
- In-depth competitor's market research, stakeholders interviews, gathering requirements, user journeys and optimization of Send Money flow.
- Multi fidelity wireframes, Bootstrap front-end development, dashboard UX and new UI Template kit design, Brand Design.

FREELANCE

UX Strategist | UI Designer | Front End Dev 2003-2018

- Usability/UX/UI Consulting & Design of WEPA Print. Three types of users with different needs navigate to the Global Login page. I have provided the solution to simplify the Global Login Process for all three types of users. Mobile UX Design/Usability Audit/Prototype/User Flows of Kids Choice Android App for inTeam.
- Information Architect for Housing Authority of City of Santa Barbara.
- My UX Lead work for Carcovers.com resulted in \$1 million company revenue. I helped Jones Lang Lasalle (Fort.1000) to turn concept of Talent Marketplace Intranet Tool into innovative Sharepoint responsive web app.
- 20+ custom websites, 14 Wordpress themes with UX/UI/ Front End, 4 Bootstrap dashboard themes customization / front end dev, 6 Magento shopping carts.

STATE PLEKHANOV ECONOMY UNIVERSITY

Senior Web Designer/Art Director 2002-2003

BELMONT CONSULTANTS

Web Designer 2000-2002

Complete redesign of American Chamber of Commerce in Russia.

EDUCATION

MA of Architecture, Tomsk State University of Building & Architecture

