

SERGEY BESTUZHEV

Senior UX Designer

As a formally trained UX designer and over 14 years in the design space, I bring a wide array of experience that encompasses working with innovative and forward-thinking organizations that have had design thinking at the core of their products. I've been able to develop skills in all aspects of the UX process including the creation of empathy-driven products, approaching challenges with a growth mindset, and acquiring a business acumen that serves both the user and organization.

EXPERIENCE

AvalonBay Communities, Arlington, VA – Contract Senior UX Designer

June 2024 – December 2024

- Identified and addressed ADA compliance issues in the customer-facing lease application, Applease, ensuring accessibility standards were met.
- Redesigned the resident-facing My Lease Manager application using MUI and AvalonBay's design system, aligning it with other software tools for a consistent user experience.
- Conducted interviews with several Associates, both onsite and online, to identify their frustrations and needs related to the Admin Dashboard.
- Improved the AvalonBay associate-facing Admin Dashboard, enhancing the user experience for resident-related tasks.
- Actively participated in two daily standups with cross-functional teams, collaborating on four different products to ensure alignment and project progress.

Blue Cross Blue Shield of MA, Quincy, MA – Contract Senior UX Designer

February 2023 – June 2024

- Took part in the initial planning sessions to redo Medicare site alongside with Business, Customer Experience and Development partners alongside with 2 other UX Designers
- Created concepts to high-fi clickable prototypes on various projects using brand VDK library
- Participated on a weekly basis in further roadmap development
- Launched the new Medicare site alongside with Development and CX teams for initial AEP date.
- Continued to monitor analytics related to website performance

Marlboro, NJ
(848) 239 0781
sbestuzhev@gmail.com

<http://sergeybestuzhev.com/>
<https://medium.com/@sbestuzhev>
<https://www.linkedin.com/in/sbestuzhev/>

SKILLS

Research: User Journey, User/Task Flows, Synthesis, Competitive/Market Analysis, Heuristic Analysis

Ideation: Problem Framing, Concept Development, Design Studio, Persona Development, User Journey

Prototyping: Sketching, Wireframing

Testing: Usability Testing

Delivery: UI Design, Specification Doc, Style Guides

Software: Jira, Trello, Monday.com, TeamViewer, Zoom, Highfive, Slack, Teams, Figma, Adobe XD, Sketch, InVision, Adobe Illustrator, Sitecore, Dynamics 365, Litmus, Photoshop, InDesign, Zeplin, Sympli

Development: HTML, CSS, WordPress, Litmus

Methodology: Agile, Waterfall, Hybrid

EDUCATION

General Assembly, New York, NY
UX Design Immersive Certification

Oct 2019 - January 2020

- and plan for further phases of the website development
- Projects worked on: Plan Shopping, Learn About Medicare, Seminar Registration, Checking Doctor and Drug Coverage

Temple University, Ambler, PA Project Management Certification

August 2015

St. Luke's University Health Network, Allentown, PA – Contract UX/UI Designer

February 2022 – February 2023

- Participated in the stakeholder interviews about the requirements to redo site – primarily Global Search, Careers and a few department sections within the Phase 1 on roadmap
- Performed low-level research with users of the current site: surveys, small number of interviews with current staff and users
- Designed new design system to be used by SLUHN alongside with another UX Designer
- Created mid/high-fi clickable prototypes
- Participated in further roadmap development
- Created a component hand-off list for developers as well as performed low-level QA sessions with them

New York College of Technology, Brooklyn, NY Bachelor of Technology in Communication Design

June 2010

LANGUAGES

English and Russian Fluency

HearingLife, Somerset NJ – UX/UI Designer

July 2021 – February 2022

- Collaborated with C-Suite Executives, as well as Marketing department to redesign/develop a new version of HearingLife website, as well as overseas web development team (Denmark)
- Worked with Marketing Manager, Copywriter, and another UX/UI Designer to develop marketing campaigns via digital and print outlets
- Implemented code into Dynamics 365 software to create email campaigns to be sent to a massive number of clients/prospects.

WorkWave, Holmdel NJ – UX Designer

February 2020 – July 2021

- Implemented new features into PestPac, premiere pest control management system, as well as Customer Connect application
- Worked with Project Manager and Product Manager to scope out the project timeline
- Collaborated with the Development team to make sure all designs are implemented perfectly by developers
- Communicated with stakeholders on project progress

LineUp, New York, NY — Freelance UX Designer

November 2019 – December 2019

- Performed heuristic evaluation of the current (at the moment) iOS app to identify usability problems in the user interface
- Analyzed data that was collected from Affinity Maps to create a User Persona, as well as User Journey and Problem Statement
- Designed wireframes based on data collected and revised based on Usability Testing
- Produced high fidelity wireframes

Results Repeat, Media, PA — Senior Web Designer

June 2014 - June 2019

- Created brand identity for new and current clients in the multi-family industry and beyond
- Designed & developed and maintained responsive websites using WordPress framework as well as pre-sale templates to be used by clients in the multi-family housing industry for a set price
- Project managed a number of projects overlooking an external team of developers

PID Floors, New York, NY — Freelance Graphic Designer

August 2013 - September 2015

- Created information architecture that outlined the needs of the new website marketed towards high-end clients
- Developed the new brand identity for the company

Salesforce Marketing Cloud, New York, NY — UX/Production Designer

June 2010 - August 2013

- Created information architecture documents that outlined functional and technical specifications of applications within the existing Buddy Media content management system
- Assisted in the creation of wireframes for enhancements and addition builds of the proprietary CMS