SERGEY BESTUZHEV

Senior UX Designer

With 15+ years in design, I love where creativity meets strategy - building solutions that put users first while leaning on data to guide the way. By combining empathetic design with data insights, I help teams turn ideas into action, balancing user needs with measurable results.

Marlboro, NJ

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EXPERIENCE

AvalonBay Communities, Arlington, VA
Contract Senior UX Designer

June 2024 – December 2024

- Spearheaded the implementation of ADA compliance updates for the Applease application, adhering to WCAG 2.1 AA guidelines and significantly improving usability and engagement by 14%

- Redesigned the resident-facing My Lease Manager using MUI and AvalonBay's design system, reusable components and tokens, to create a seamless experience that increased user satisfaction, streamlined interactions, and improved engagement (+11% compared to last year) and efficiency

- Facilitated the successful re-launch of 2 key products, resulting in a 12.5% increase in customer/associate engagement compared to previous year

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

February 2023 – June 2024

- Collaborated with Business, CX, Development, and UX teams on the planning, design, and launch of the redesigned Medicare website, meeting the critical AEP deadline, with +15% increase of unique visitors in the first 2 weeks after launch, +33% of Plan Shoppers, +43% enrollments compared to previous year

- Led design from research, concept to high-fidelity, clickable prototypes for multiple projects, leveraging the brand's Visual Design Kit (VDK) and reusable components (as well as adding new ones), with later providing documentation to the developers and ensuring design is implemented properly during QA sessions

- Key projects included: Plan Shopping, Learn About Medicare, Seminar Registration, Doctor & Drug Coverage Check

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

SKILLS

Research:

User Interviews, Usability Testing, A/B Testing. Competitive and Comparative Analysis, User Journey Mapping, Persona Development, Concept Development

Design and Software Tools:

Figma, Figjam, Adobe XD, Sketch, Adobe Illustrator, Photoshop, InDesign, Jira, Trello, Monday.com, Dynamics 365, Litmus, Zeplin, Sympli, Google Slides, Figma Slides, PowerPoint, TeamViewer, Zoom, Highfive, Slack, Teams

Interaction Design:

Wireframing, Prototyping, User Flows, Navigation Design

Testing:

Usability Testing

Technical Skills:

HTML, CSS, Design Spec Documents, WordPress, Shopify, Sitecore, Litmus

EDUCATION

Temple University, Ambler, PA
Project Management Certification

August 2015

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

June 2010

LANGUAGES

English and Russian Fluency

- Gathered user and stakeholder insights to define requirements for the site redesign (Global Search, Careers and key departments) and contributed to the roadmap development within the Phase 1

- Led the design of design system with reusable components for SLUHN, enabling faster iteration and consistent user experience across multiple products

- Facilitated developer hand off by creating a comprehensive component list and conducting initial QA sessions.

- Led the execution of ADA compliance enhancements, aligning with WCAG 2.1 AA standards, resulting in a +22% boost in usability and engagement.

HearingLife, Somerset NJ
UX/UI/Email Designer

July 2021 – February 2022

- Collaborated with cross-functional teams (C-Suite, marketing, development, design) to revitalize the HearingLife brand through a website redesign and integrated marketing campaigns, reaching a broad client and prospect base.

- Configured and utilized Dynamics 365 for the creation and distribution of email marketing campaigns (+8% increase of engagement, -17% unsubscribing)

WorkWave, Holmdel NJ
UX Designer

February 2020 – July 2021

- Developed and implemented new features for PestPac, a leading pest control management system, and its companion Customer Connect application.

- Collaborated closely with product, project management, and development teams to ensure successful project delivery.

Results Repeat, Media, PA
Senior Web Designer

June 2014 - June 2019

- Created pre-sale website templates, custom WordPress sites, and brand identities for diverse clients, managing external developers.

Salesforce Marketing Cloud, New York, NY
UX Designer

June 2010 – Aug 2013

- Created information architecture documents that outlined functionality and technical specifications of applications within the existing Buddy Media content management system

- Assisted in the creation of wireframes for enhancements and additional builds