Dmitri Pyjov

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Award-winning User Experience Designer with over a decade of success in visual UI and UX design. Specialize in creative solutions, effective design, storyboarding, prototyping, management of multidisciplinary teams, and identifying product visual appeal through user research, best practices, and competitive heuristics. Lead user-centered design efforts across all platforms from ideation through delivery, communicating with stakeholders at each stage of the project. My passion is creating high-impact visuals that promote the company’s brand, value proposition, and a rewarding user experience that impacts revenue and drives results.

[Portfolio](https://dmitripyjov.weebly.com)🡪 https://www.dmitripyjov.com/

EMPLOYMENT

June 2023– Current

**MetLife**

**Sr. UI UX Designer**

New York, NY

*Duties*: UI UX design and research for new Metlife.com

Updating current Design System. Creating new components. Redesigning Dental Insurance, Contact Us and Legal pages, IA and user flows. Participating in user research activities

November 2021-- May 2023

**Capital One**

**Sr. UI UX Designer**

New York, NY

UI UX design and research for LoanMiner application.

*Duties*: Creating Information architecture, user flow, participating in user research and usability studies including preparing user questionaries and research data analysis.

UI UX deliverables including user flow diagrams, wireframes, and final Hi-Fidelity Figma clickable prototype.

October 2018 – November 2021

**LTI** - New York, NY

**Sr. UI UX Architect of User Experience**

October 2019 – November 2021

**City National Bank (LTI)** New York, NY

*Duties*: User Experience for web-based internal CNB application.

Leading UI UX activities and creating UI UX deliverables according to project lifecycle and schedule:

1. Identify user and business needs.
2. Creating user stories and gathering requirements. Use cases and scenarios.
3. Conception phase. Mood boards. Storyboarding. User flow.
4. UX/UI Design phase. Whiteboard sketches. Wireframes. Mockups. Prototyping.
5. Research and validation phase. Usability testing and analysis. Quantitative/Qualitative research.
6. Final UI deliverables phase. Accessibility Analysis. Pixel-perfect visuals and UI assets for Development
7. UI/UX specification, UI Kit, UI Guideline documentation, UI assets.

October 2018 – October 2019

**HBO (LTI)** New York, NY

**Sr. UI UX Architect of User Experience**

*Duties*: User Experience for web-based internal Time Warner Inc. financial application.

Leading UI UX activities and creating UI UX deliverables according to project lifecycle and schedule:

1. Identify user and business needs. Competitor analysis.
2. Creating user stories and gathering requirements. Use cases and scenarios.
3. Conception phase. Mood boards. Storyboarding. User flow. Optimization.
4. UX/UI Design phase. Whiteboard sketches. Wireframes. Mockups. Testing prototypes.
5. Research and validation phase. Usability testing. Quantitative/Qualitative research.
6. Final UI deliverables phase. Accessibility Analysis. Pixel-perfect visuals and UI assets for Development
7. UI/UX specification, UI Kit, UI Guideline documentation.

May 2018 – October 2018

**Security Scorecard** New York, NY

**Sr. Consultant of User Experience** (part-time contract)

*Duties*: User Experience for B2B SAAS web-based application that is being built from scratch.

Creating/Updating UI UX deliverables according to project lifecycle in Agile environment:

* Creating/Updating User flows, use-cases, wireframes, prototyping,
* Creating/Updating UI/UX conceptions for user testing,
* Final pixel-perfect screens, and UI/UX Spec documentation.

July 2007 – February 2018

**McAfee / Intel Security** Santa Clara, CA and New York, NY

**Sr. Manager / Creative Director of User Experience**,2014 – 2018

**Senior Manager**, 2009 – 2014

**UI** **Manager**,2007 – 2009

*Duties*: Hands-on Creative Director of User Experience for consumer desktop, mobile and web user interfaces. Marketing, advertising, and communications campaigns for one of the world’s highest valued brands. Oversee $1.5 M budget. Supervise team of designers and developers in the US, Canada and India. Specialize in responsive multi-platform interface design, prototyping, testing, brand architecture, UI guideline documentation, hands-on UI/UX direction, and user research data analytics. In charge of team management, finances, scheduling, administration, contracts, and agency collaboration.

Lead UI design team trough project lifecycle:

* Identify user and business needs phase. Creating user stories and gathering requirements.
* Planning phase. Use cases and scenarios.
* Conception phase. Mood boards. Storyboarding. User flow.
* UX/UI Design phase. Whiteboard sketches. Wireframes. Mockups. Testing prototypes.
* Research and validation phase. Usability testing. Quantitative/Qualitative research.
* Final UI deliverables phase. Accessibility Analysis Pixel-perfect visuals and UI assets for QA and development. UI Specification Documentation. UI guideline. Pattern library.

Hands-on responsibilities:

* Application UI concept creation using Adobe CC and Sketch.
* Daily check of team deliverables for quality, consistency, and UI guideline alignment.
* Participating in usability research and sessions.
* Creating visuals for ad hoc projects.

*Selected Accomplishments*

* Designed, developed, and launched over 50 desktop, mobile and web applications for consumer and medium business.
* Managed a team of designers and engineers on 180 annual projects, achieving on-time on-budget delivery rate of 99%.
* Improved company revenues each quarter by an average of 12% by translating business requirements and user research data into UI design deliverables.
* Increased new customer acquisition by 18% and increased conversion rate by creating new core application UI and redesigning account, shopping cart, and checkout pages.
* Designed, developed, and launched over 800 websites, with over 4 million users per day.
* Achieved higher levels of quality and production speed by streamlining processes between creative, technology, and project management teams.

January 2005 – July 2007

**LivinD** (sold to Google) Sunnyvale, CA

**UI / Media Director**

*Duties*: Perfected UI and UX quality and consistency. Planned corporate visual strategy. Ensured the successful development and design of consumer UI for web-based and desktop applications. Contributed to front-end PHP and CSS coding. Performed code review and visual QA.

*Selected Accomplishments*:

* Part of the company’s founding team. In charge of the design of company visuals from day one until its acquisition by Google three years later. In charge of redesigning UI and writing the design guidelines in preparation for LivinD being acquired by Google.
* Created company branding architecture and all marketing materials.

January 2001 – January 2005

**Euclid** San Jose, CA

**Creative Manager / UI Architect**

*Duties*: Designed UI and UX for company’s products. Conducted usability studies and research competitive analysis. Creative direction to achieve consistent visual representation. Created demos of the product in Flash and PowerPoint.

*Selected Accomplishments*:

* Designed, developed, and maintained the company’s web-based products and websites, both corporate and internal.
* Optimized user experience and behavior by designing new web pages and redesigning existing pages to respond to the voice of visitors.

January 1997 –January 2001

**Excite@Home** Redwood City, CA

**Sr. Web Designer / UI Developer**

*Duties*: Visual concepts, final design, front-end coding, and maintenance of the Company’s web property and partner sites. Designed storyboards, process flows, website architecture, and visual deliverables. Constructed rapid prototypes, mockups / assets and specification documents for development, production, and QA teams.

*Selected Accomplishments*:

* Designed, developed and launched the most trafficked website of the month.
* Pioneered the use of b-box and skyscraper interactive banners.

AWARDS

**Best of MWC** Mobile World Congressfor McAfee Secure Home Platform, 2018.

**Editor’s Choice Award** from PC Magazine, every year 2009 – 2018.

**Innovation Award** from Intel, 2015.

**US Finalist** from SC Magazine, 2014.

**Software of the Year** from Softwareload, 2010.

**Best in Category** from TiEcon, 2003**.**

**Outstanding Website Award** from Yahoo’s Web Innovation, 1997.

EDUCATION

**Certification Program at UC Berkeley**. Graphic Design Program, 1995 – 1996.

Courses in print production, advertisement, web design and web production. Studied and focused on digital image manipulation and image making.

**Master’s of Architecture at Moscow Architectural Institute**, 1985 –1992.

Graduated in the top 10% of the class.

Rector’s Medal Award for Architecture.

CONTINUING EDUCATION

**Harvard Executive Training**

2011: LeadPerform manager program, custom-made for Intel managers.

2009: LeadFirst leadership development program.

**Design Certificates**

2014 – 2017: Net promoter score (|, ||, |||, |V)

2008 – 2016: Maximizing your leadership potential

2009 – 2012: Principles of software design (|, ||, |||)

2012: Design thinking

2009: Scrum master training

2007: Agile training

DESIGN TOOLBOX

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| UX/ UI Design | Photoshop/ Illustrator | Hand coding HTML/CSS |
| Wireframes | InDesign | Design System/UI Kit |
| User Flows | Sketch | Information Architecture |
| Conceptual Mockups | A/B Testing | Adobe XD |
| Pixel-Perfect Screens | Usability Testing | Invision |
| Responsive Design | User Research/Analytics | Visual QA |
| Visual Assets | Persona Creation | Code review |
| Icons | Prototyping | Axure |
| illustrations | Visio | CVS Environment |
| Hero Images | Design Guidelines | Project Management |
| Pattern Library | Branding Architecture | WCAG |

* Online portfolio:

<https://www.dmitripyjov.com>

* LinkedIn:

<https://www.linkedin.com/in/dmitri-pyjov/>