

Sarrah VESSELOV

UI / UX DEVELOPER



SUMMARY



Experienced UI / UX professional looking to rock the web in a fun, fast paced environment.

TOOLKIT

sarrah.vesselov@gmail.com (727) 687-2298

UX PROCESS

Usability Testing Protocols
Persona Creation
Information Architecture
Wireframing and Flow creation
Sketch, Adobe CC, Balsamiq

UI/UX DEVELOPMENT

HTML5, CSS3, LESS, SASS, JSX
JavaScript, jQuery
Bitbucket, Github
Responsive design, Cross-browser
Compatibility

PROJECT MANAGEMENT

Agile / SCRUM Methodologies
Target Process, JIRA, Confluence
BaseCamp, Slack, HipChat, Asana, Trello
Ability to manage cross-functional
teams and multi-disciplinary projects

EXPERIENCE

UI/UX MANAGER, SENIOR UI DEVELOPER 5/2015 - 9/2016

Mad Mobile, Tampa, FL

KEY PROJECTS

Concierge Product Team:

Concierge is a mobile application that connects store associates with customer, product, and delivery data from retail enterprise systems

Built using React, JSX, Sass, and inline styles for theming components

Worked in parallel with the Lead Developer and Program Management to build proof-of-concept prototypes, while providing ideas on technical possibilities and exploring design options

Payless Mobile Re-Platform:

Converted existing mobile/tablet sites to a single responsive site using our updated node platform

Built using Node.js, HTML5, and LESS

DRY structure utilized the same data source for both mobile and tablet even though the designs differed greatly

AS UI/UX MANAGER

Partnered with leaders in Product Management, Strategy and Development to establish and refine leaner, more iterative and collaborative processes across the full product development lifecycle

Gathered and interpreted stakeholder feedback to shape design solutions that met both business and consumer needs

Built and coached a team to deliver on the product's vision and standards

Attracted, recruited and retained strong designers and developers

Developed team members to reach their full potential, understood their goals and needs, partnered in their development, provided advice, feedback, training and advocacy

Managed resourcing for product roadmap that aligned with business needs and associate growth goals

Continued to work in code on a daily basis, developing the UI structures for various projects using HTML, CSS, Less, Sass, and PostCss

AS SENIOR UI DEVELOPER

Developed pixel-perfect prototypes for web and mobile user interfaces that demonstrate the appearance and behavior of implemented features

Coded efficient, maintainable, and scalable HTML5 / CSS3 within Node.js and React based projects

Played a key role in the UI development of Mad Mobile's Concierge product

Created and improved style guides and pattern libraries to streamline processes

Acted as mediator between design and development, making designs come to life through UI development

Remained current on all the tools, principles and practices in user-centered design and development

CREATIVE DIRECTOR / BRAND MANAGER 8/2010 - 5/2015

National Readerboard Supply, Tampa, FL

*Worked closely with key clients to ensure all marketing materials maintained corporate branding guidelines
Oversaw large scale graphics production process from concept to completion*

*Developed, maintained and updated Shopify e-commerce website
Hiring, training, and day to day management of production artists in Tampa & Colorado office*

MULTIMEDIA DESIGN & DEVELOPMENT 1/2004 - PRESENT

Clients include Polycreative, KP Marketing, Dash Creative, and Aceiva Software

*Planning, designing, and implementation of complete HTML/CSS web sites
Coding using standards compliant code with emphasis on browser compatibility, accessibility, and SEO*

*Designing graphics, logos, and collateral materials for websites and print
PPC campaign management using AdWords, Google Shopping, Bing Ad & Bing Merchant center*

ONLINE PROFESSOR | ADJUNCT FACULTY 9/2009 - 6/2015

Sanford Brown, Online & Tampa Campus

*Instruct students on the essentials of web design, HTML5, CSS, and basic programming concepts
Write curriculum and instruct in the areas of portfolio production, coding, scripting, SEO, and SEM*

*Mentor incoming faculty members, instructing them on procedure, policy, and best practices
Courses: Programming for the Internet, Wordpress 1 & 2, Programming Concepts, Design 101, Internet Marketing*

🌀 ASSOCIATIONS & ORGANIZATIONS

WOMEN WHO CODE, TAMPA 1/2014 - PRESENT

Founding Member, Director

Women Who Code (WWCode) is a global 501(c)(3) non-profit dedicated to INSPIRING women to EXCEL in technology Plan, organize, and schedule education and networking events in the Tampa Community

Communicate with the Head of Network Expansion on chapter activities, needs, and accomplishments

GIRL DEVELOP IT, TAMPA BAY 4/2014 - PRESENT

Chapter Leader / Volunteer

Girl Develop It (GDI) is a non-profit providing affordable instruction for women interested in learning development Plan, organize, and schedule education and networking events in the Tampa Community

Teach the fundamentals of HTML, CSS, LESS, SASS, Git, and UX design principles and methodology

ACM SIGGRAPH 6/2007 - 12/2012

s3 Mentoring Lead

ACM SIGGRAPH's mission is to foster and celebrate innovation in Computer Graphics and Interactive Techniques Coordinated and assisted in setting up mentor and leadership programs for student members.....

Planned and conducted ongoing webinars, resume and demo reel reviews, and mentor services

🌀 EDUCATION

Front End Engineering Course 2015

The Iron Yard, St. Pete, FL

M.B.A, 4.0 2013

American Intercontinental University

B.F.A, Computer Animation, Magna Cum Laude 2005

International Academy of Design & Technology, Tampa, FL

🌀 CONTACT

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