



Zlata Zubenko

Product Designer

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Creative collaborator and problem-solver, diligently refining complexity into elegance.

Specialties include mobile design for iOS & Android, user experience, wireframing, user testing, research and competitive analysis, and comprehensive spec development.

Fieldlens

March 2015 – August 2016

Lead mobile designer of an enterprise app for construction collaboration and productivity, working closely with product managers and iOS & Android development teams to deliver new features to customers in short timeline.

In this role responsible for:

- Fully reimaged mobile release, that includes new navigation, posting functionality, feed design and other features
- Creating user's first time in app experience
- Evangelizing user testing to be implemented as part of the product development process
- Prototyping and user testing app's new features
- Ideation and design for mobile blueprints, reporting and filtering functionality
- Defining UI patterns to ensure consistency across the mobile platforms

Capital One ShareBuilder, Inc.,

July 2010 – March 2015

ShareBuilder, a part of the Capital One family, is an online brokerage offering a robust suit of investing products. I worked as an in-house designer, primarily focusing on the mobile platforms: native tablet, smartphone, and mobile web and the next release of the smartphone application for iOS and Android, working in the product-design team.

My experience includes:

- Lead designer of the smartphone application for iOS and Android, closely collaborating with an off-site vendor to deliver final design and assets to development on time
- Lead/co-lead designer of the award-winning iPad app. Responsible for the initial concepts, high-fidelity wireframes and full color mockups, and all necessary redlines and assets delivered to the development team
- Rebrand and acquisition support of all mobile products as the company transitioned into Capital One family

(Capital One Cont'd)

- Working collaboratively with product owners and developers to translate business requirements into wireframes, produce high-quality deliverables and ensure successful implementation
- Defining the user experience from initial sketches and wireframes through to the final UI
- Conducting competitive analysis, user insight and best practices research to support the proposed solutions

Optify

March 2010 – July 2010

During this contract, I redesigned Optify's unauthenticated web pages, created the look and feel for their customized Facebook page, and designed numerous marketing materials: newsletters, presentations, a trade show booth and other collateral.

Design Commission

May 2007 – March 2010

Started out as an intern and transitioned into a full-time position in 2008.

At this digital agency I worked on a variety of projects for clients ranging from startups to large companies, such as Corbis, Sony and Safeco. I worked on a small team lead by an art director. My responsibilities included web and brand design, some early iOS app design, wireframing and storyboarding, some front-end development and production work,

Education:

Cornish College of the Arts

BFA, Graphic Design

2004 – 2008