

Roman Belopolsky

UI/UX Designer & Developer

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Lead UI/UX Designer & Developer

Wild Alaskan Company

Oct 2019 - Present

Brooklyn, NY

- Mobile onboarding flow - Designed and implemented mobile-first onboarding flow that incorporated mobile usability standards and UX patterns derived from research and competitive analysis.
- Deactivation flow - Created a system that promotes transparency and ease of use, leaves a positive lasting impression on members, and saves MX teams hours of manual work.
- Issue tracking - Distilled a complex series of actions and siloed data entry into an easy to use custom tool for our MX team. Allows members to get the resolutions they need quickly and allows the business to have a centralized data bank of every type of issue and the impact each has on revenue.
- Development of a design system, a brand guide and reusable global vue components that allow us to quickly wireframe, iterate and release new flows that have consistent UI elements and design patterns.
- Acted as a stakeholder across all design initiatives. Working cross-functionally with marketing, growth, operations, product and tech to ensure quality and consistency.
- Member dashboard, which allows members to visualize and customize current and future orders in a simple and digestible view.
- Fun stuff: redesigned shipment box and product labels to help move physical product closer to digital product and overall brand revamp.

Senior UX/UI Designer & Developer

iGain LLC

Mar 2018 - May 2019

New York, NY

- Created user journey maps to illustrate user & business goals across a variety of products.
- Worked to establish clear brand guidelines and gave all products a consistent visual identity under the umbrella of our new company.
- Implemented UX updates to newly acquired products that improved acquisition and retention rates based on years of research and results collected from our main product.
- Collaborated with team leaders across all products in weekly meetings to communicate progress and impact of UX and design initiatives.

UX/UI Designer & Developer

SayForExample LLC

Feb 2013 - Feb 2018

New York, NY

- Redesigned brand identity to improve perceived brand value and authenticity.
- Rearchitected website to be responsive and cross-browser friendly.
- Greatly improved mobile experience, increased retention rate for mobile users, and leveled key usability metrics like bounce and exit rates across all major browsers.
- A/B + MV tested various registration flows to refine user experience and increase end of funnel conversions and revenue.
- Designed and rolled out unique onboarding flow to improve day 1 retention rates and increase average session durations.
- Designed and introduced a reward program to add unique brand value and improve active user satisfaction by alleviating frustration at key pain points in user experience.
- Acted as UX advocate in cross-functional team meetings to explain the reasoning behind the need for new features, design and UX improvements.

Design

XD
Sketch
Figma
Photoshop
Illustrator

Development

HTML5
CSS3
SASS
JS
Vue
jQuery
Backbone
Underscore
Git

Data

Full Story
Looker
Google analytics
Google optimize
Moz SEO

Skills

User experience design
User flows
Usability testing
Low-high res mock ups
Interactive prototyping
Data analysis
Mobile-first design
User research
A/B testing

Languages

English
Russian

References upon request