

ALISKA VIZIROVA

www.aksila.com

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design@aksila.com

Passionate about clear communication of business objectives in the interactive space

Translate complex requirements into elegant visual solutions

Qualifications

Strategic thinker in interactive space

Problem-solver to achieve business objective

Think outside the box within tight restrictions

Excellent at visual organization of information and marketing

Skilled at high-fidelity UI interface visualization

Agile and collaborative development style

Multitasking and project management

Manager of creative resources

Solid client interfacing skills

Print & trade show experience for cross-media engagement

Samples available at www.aksila.com

Objective A challenging, Visual User Experience design position in a collaborative environment

Experience

Interactive/UX Art Director

Kaplan Test Prep, New York, NY

January 2011 – Present

- Develop online interactive courseware, curriculum delivery, and video streaming
- Streamline pre-enrollment flows for enhanced user experience and higher conversion rate
- Collaborate with customer care team to design a Customer Service Portal and Help Center to reduce call volume and enhance online customer support
- Lead design and manage production of email efforts for over twelve product verticals
- Collaborate with development teams to build interaction for technically complex systems

Lead UX/Visual Designer

Register.com, New York, NY

2009 – 2011

- Developed enhancements for retail website based on business needs and user research
- Designed an integrated interface for sales representatives to streamline support and sales
- Led all design efforts for web-based marketing channels
- Collaborated with developers and stakeholders to translate project requirements into effective and intuitive visual solutions

Associate Creative Director

Market Maker Interactive, New York, NY

2007 – 2009

- Defined websites, user interfaces, widgets, flash banners, SEO/SEM landing pages
- Negotiated and implemented design concepts against business objectives, technological specs, and preexisting limitations
- Managed full-time designer, freelancers, and outsourcing of project overflow
- Established clear communication and collaboration among teams to promote smooth project development, problem solving, and client interfacing

Freelance Interactive Art Director, New York, NY

2006 – 2007

Agencies included Spiegel.com, Siegel+Gale, IMC2, HNW, Renegade, Cossette USA

- Designed interaction based on wire frames, brand, content, & business objectives
- Worked with copy writers to sharpen copy for more effective messaging
- Developed logos, corporate brand guidelines, advertising samples
- Storyboarded animations for flash banners, web sites, and trade show displays

Senior Art Director

Becker-Parkin Dental Co., Inc., New York, NY

2005 – 2006

- Directed and executed visual identity for national trade shows, conventions, catalog covers, quarterly magazine, media kits, trade show sell sheets, flyers
- Managed full-time, in-house designer and freelance resources
- Established and maintained relationships with internal departments and clients
- Creative Department's efforts contributed to 38% revenue growth over two years

Graphic Designer

Bluefly.com, New York, NY

1999 – 2005

- Conceptualized and produced online promotions, emails, and banner campaigns
- Developed brand identity; shopping portals; navigation; checkout, help sections
- Directed in-house photo shoots and styling; retouched final photography
- Managed and trained freelance and full-time junior designers

Education B.F.A., Communication Design, Parsons School of Design, New York, NY, 1999
1994-1998 Dean's List

Fine Art Study Program, St. Petersburg, Russia, 1993

Computer Skills Creative Suite 5.0, Axure RP Pro, Scrum, QuarkXPress 8.0, Tealeaf, Omniture, BBedit, Fetch, Microsoft Office Suite, AutoPrice, Mac OSX 10.6 and PC platforms