IRINA DOKOVA

User Experience Designer

Virtual | Philadelphia, PA
irina.dokova@gmail.com | 267-210-3535
linkedin.com/in/irina-dokova | dokovadesign.com

EDUCATION
Philadelphia, PA

Master of Science, User Experience & Interaction Design (2017 - 2019)
Thomas Jefferson University: Kanbar College of Design, Engineering & Commerce

Certificate, Web & Interactive Design (2015 - 2016)
Moore College of Art & Design

Bachelor of Business Administration, International Business & Marketing (2010 - 2014)
Temple University: Fox School of Business & Management

SKILLS & TOOLS

UX/UI design: discovery, ideation, information architecture, wireframing, interaction design, prototyping, visual design, design systems, spec documentation, presentation

» *Figma, Miro, Sketch, Abstract, InVision, Zeplin, AxureRP, Adobe CC (XD, Photoshop, Illustrator)*

Research: moderation, observation, synthesis, journey mapping, affinity diagramming, personas, user mindsets

» *In-person, virtual (Usertesting.com, UserZoom.com)*

Front end web development: HTML, CSS, Bootstrap (basic knowledge)

» *Atom, GitHub, Dreamweaver, WordPress*

Collaboration: cross-team partnerships (Research, Content, Engineering, QA, Project Management, Product, Legal)

» *Slack, Keynote, Atlassian (JIRA, Confluence), Microsoft Office (Outlook, Teams, Excel, PowerPoint, Word)*

EXPERIENCE

Senior User Experience Designer | *Frontline Products, Comcast*   Virtual, PA (Sept 2023 - Present)

» Lead the feature design of program initiatives that maintain and enhance a suite of frontline employee tools including XM360, Einstien360, Retail360, and Celestial

» Tightly collaborate with multi-disciplinary teams, conceptualizing, iterating, analyzing, and implementing feedback within a fast-paced, agile environment

» Own design work autonomously in a true end-to-end fashion, from experience mapping and interaction design to visual design and front-end development support

» Onboard, guide and mentor junior and contract design teammates as part of a paired designer dynamic during feature delivery

» Contribute to and uphold design system and ways of working standards, imparting best practices, subject matter expertise, and a dedication to user advocacy

User Experience Designer | *Connected Living, Comcast*   Virtual, PA (Apr 2023 - Sept 2023)

» Spearheaded Xfinity Mobile convergence efforts in the Xfinity app by designing cohesive upgraded experiences that allow for seamless transition from Xfinity Mobile's website and app, into the converged Xfinity products

» Served as UX lead in a collaborative UX/UI working model, transforming business requirements into detailed high-fidelity wireframes that lay the groundwork for Content and UI partners

» Engaged in rigorous reviews with the internal UX and UI teams, and iterated in close collaboration with product, engineering, project management, content and research teams

» Presented UX design artifacts, leading conversations that clarify scope and mold project direction. Served as supporting partner and co-presenter for UI artifacts, providing context and contributing to design decisions

User Experience Designer | *Xfinity, Comcast* Virtual, PA (Dec 2020 - Mar 2023)

» Performed design lead, subject matter expert, and key individual contributor duties, designing cross-platform multi-channel experiences from conception to completion for Xfinity.com and Xfinity Mobile

» Engaged in rigorous cross-team collaboration working directly with business stakeholders, engineers, content strategists, researchers, and fellow designers to successfully deliver on high-profile, large scale initiatives including re-branding, convergence, and modernization efforts in the sales, order entry and checkout spaces

» Contributed to the creation and implementation of design patterns and spec documentation, dynamically pairing the evolution of Xfinity's unified design system with in-flight work in a fluid, agile environment

» Participated in user research by building test prototypes and working collaboratively with research leads to ask questions and document observations that inform current and future design solutions

» Presented design artifacts ranging from early-stage mapping to high fidelity UI deliverables to a variety of stakeholder and leadership audiences, leading conversations that clarify scope and mold project direction

User Experience Designer | *Xfinity Mobile, Comcast* Philadelphia, PA (May 2019 - Nov 2020)

» Served as key individual contributor designing frontline employee experiences for the platform XM360, working in close parallel to customer-facing designers so as to ensure a streamlined approach

» Engaged in rigorous cross-team collaboration working directly with business stakeholders, engineers, content strategists, and fellow designers to successfully deliver on complex multi-phase initiatives in the realm of billing, payment, account management and customer support

» Contributed to the evolution of Xfinity Mobile's standalone design system by creating and implementing design patterns, updating libraries and producing spec documentation

» Performed ad-hoc user research by building prototypes and testing guides, moderating both in-person and virtual participant sessions and documenting observations to inform design solutions

» Presented design artifacts ranging from early-stage mapping to high fidelity UI deliverables to a variety of stakeholder audiences

UX Project Lead | *Thomas Jefferson University* Philadelphia, PA (Jan 2019 - May 2019)

» Functioned autonomously as design lead in a cross-discipline collaborative effort including a resident doctor and team of medical students, providing direction, strategy and insight for the modernization of the Jefferson Research Job Board for students at the Sidney Kimmel Medical College

» Conducted discovery user research so as to accurately identify the needs and pain points of both student and faculty stakeholders, informing viability for potential solutions

» Produced wireframes, prototypes and documentation for presentation to senior leadership

Visual Designer | *Media Components* Huntingdon Valley, PA (Aug 2017 - Jan 2019)

» Served as UX/UI partner for web development initiatives by designing wireframes, UI comps, banner content and web-optimized image assets

» Independently executed on CMS web design projects using a visual builder

» Generated digital assets for social media content by designing holiday greetings, promotional graphics, and marketing videos

» Produced a wide array of print and digital assets for up to 50 of the agency's clients; deliverables included brochures, logos, menus, banners, signage, and product packaging

Web Data & Asset Specialist | *Alphabroder* Trevose, PA (Sept 2016 - Aug 2017)

» Created and updated web data source files detailing marketing descriptions, color codes, and product specifications for up to 40 drop-shipping trade partners

» Optimized large batches of web image assets, using Photoshop to correct, resize and accessibly name incoming product photography

» Uploaded, tested and troubleshot data and image assets in both the development and live web environments using FileZilla's FTP client and the ERP software FDM4

Visual Designer | *Freelance*   Philadelphia, PA (Jan 2015 - Sept 2016)

- » Took on a range of ad-hoc visual design projects for individual, non-profit and small business clients
- » Utilized the Adobe Creative Cloud to produce deliverables including marketing collateral (flyers, brochures, banners), graphic print wearables (t-shirts, hats), brand identity (logos, business cards) and product mock-ups
- » Maintained dependable client relationships for single-project and recurring clients while adhering to strict deadlines and managing administrative overhead