

# Lana Gletski

SENIOR UX/UI DESIGNER

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I am a multidisciplinary User Experience Designer and a proactive problem-solver looking to bring my passion for functional and elegant design to a collaborative and fast-paced team, where I can work and help build successful products and engaging experiences that connect business goals to user needs. I am fluent in the current UX best practices, quantitative and qualitative research, user-centered design and accessibility principles, information architecture, user experience, interaction design, and visual design.

## WORK EXPERIENCE

### Senior User Experience Designer | November 2015 - December 2019

Wilson Amplifiers.com, Signal Boosters.com - Houston, TX (Remote from California)

Led UX redesign of several eCommerce brands. Closely collaborated with B2C and B2B Sales, Engineering, and Marketing teams. Planned and made decisions that influenced the UX/UI design strategy, core & road map features. Participated in all aspects of the UX design process: from researching and framing problems to defining goals, creating visuals and interactive prototypes. Followed an iterative lean UX design process: incorporating feedback, launching quickly, and testing hypotheses.

### UX Design Consultant, Principal | October 2002 - May 2015

Techmatter Inc. - Toronto, Canada

Worked as an independent UX/UI design consultant for agencies in the USA, Canada, and Europe. Successfully handled multiple tasks and responsibilities for the entire project production process, including client relations, usability assessment, user experience design, art direction, and visual design.

### UX/Product Designer | February 2001 - October 2002

Dymaxium Inc., Pharmadesktop Inc. - Toronto, Canada

Developed concepts, created wireframes, and prepared documentation for Internet-based Task Management System for Pharmaceutical companies. Supervised junior staff and managed the creative and design production process.

### UI/Visual Designer | April 1999 - February 2001

Dymaxium Inc. - Toronto, Canada

Worked as a visual designer of web-based and desktop applications, including Comparison Models and Computer-Based Training for the Pharmaceutical Industry. Designed marketing promo pages and microsites.

## LICENSES & CERTIFICATIONS

### Interaction Design Foundation | [See credentials](#)

- Design Thinking
- Accessibility: Design for All
- Conducting Usability Testing
- UX Management: Strategy & Tactics
- Product Adoption and Appropriation
- Dynamic User Experience Design
- Affordances: Designing Intuitive UI
- Web Design for Usability
- Gestalt Psychology & Design
- Visual Perception & Design
- UI Design Patterns
- The Psychology of Online Sales

## EDUCATION

### Multimedia Design & Development | 1998-1999

Trebas Institute - Toronto, Canada

Earned diploma in interactive digital media design and production, including web design and coding, experience design, user interface design, motion graphics, and interactive design.

### Architectural Design | 1987-1990

State College of Architecture and Civil Engineering - Minsk, Belarus

Completed Bachelor's degree in Architectural Design & Space Planning.

## SKILLS

### UX/UI Design

#### UX Research

Qualitative User Research  
User Interviews  
Usability Testing  
Accessibility Testing  
A/B Testing  
Customer Journey Map  
Empathy Map  
Affinity Diagrams  
Personas  
Competitive Analysis  
Heuristic Evaluation  
Product Strategy  
Web Analytics

#### Prototyping

Rapid Prototyping  
Information Architecture  
Low/Hi-fidelity Wireframes  
Accessible Interaction Design  
Design Systems  
Visual Design  
Interaction Design  
Component-based UI  
Brand Experience Design  
HTML, CSS

#### Methodologies

Design Thinking  
User-centered Design  
Lean UX  
Agile UX Design  
Scrum

## Tools

Sketch  
Figma  
Adobe Creative Cloud  
InVision  
MS Office  
Jira  
Google Drive  
OmniGraffle  
Zeplin