

YANA BARYSHEVA

Senior UX & Product Designer

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EXPERIENCE

Senior UX Designer

ORIGINATE

October 2016 - April 2021

Lead design for clients in multiple industries along the entire product design lifecycle, from conceptualization to user research to UI design. The goal is to help clients get from concept to launch fast. Create prototypes of all levels of fidelity for rapid testing, iteration, and optimization. Run workshops to help clients unlock market opportunity, define product vision, and prioritize MVP features.

Senior Interaction Designer

TIME INC

February 2016 - October 2016

Senior interaction designer for the Time Inc newsgroup (Time, Fortune & Money) and lead designer for Money. Redesigned the Fortune 500 and Money College Planner, respectively Fortune and Money's flagship products.

Interaction Designer

THE WALL STREET JOURNAL

November 2012 - August 2014

Conceptualized and led design for major new sections of the site, intended to provide personalization tools and increase engagement, including developing a news reader and profile system from scratch, and redesigning the existing commenting system. Developed news reader template now being used to redesign article pages. Led design on major redesign project for several section fronts and page templates, including the Technology, Arts and Business sections, which launched to a very positive reception.

Interaction & UX/UI Designer

FREELANCE

January 2008 - Present

Working for companies such as Journalists for Transparency, Kiehl's, Boxee, multiple start-ups at various stages, as well as local businesses, artists and individuals to understand their design problems and develop creative and elegant solutions from start to finish, while balancing their budget and deadline requirements. Provide full-service solutions, including but not limited to, conceptualizing, branding, user experience and web site design and front-end coding.

Lead Design and Front-End

REXLY

September 2010 - June 2011

Rexly is a social network, which connects Facebook with iTunes to show you what your friends are listening to and recommend new music. As the lead and only designer, conceptualized, wireframed, designed and coded the app and marketing assets (wordpress-based blog, Twitter graphics, etc) under minimal direction of the CEO. Rexly was brought by Live Nation Labs.

SKILLS

Figma
Sketch
Invision
Adobe Creative Suite
User Research
Front-End Coding
Branding
Art & Illustration

Languages

Russian, English

EDUCATION

CUNY Baccalaureate for Unique and Interdisciplinary Studies
(Hunter College)
BA, CREATIVE WRITING, MULTIMEDIA DESIGN
2005 - 2010