

# Yana Barysheva UX & Product Strategist

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Brooklyn, NY

## Experience

WattBuy

### Director of Design

12/21 - Present

- Led and executed on design and strategy across all products, in collaboration with leadership, sales, and engineering, resulting in an average 2x to 5x increase in conversion across products.
- Led user research using quantitative and qualitative methods that shaped the product-market fit journey. Ran A/B testing that led to a 100% increase in orders and tripling in form conversions.
- Developed ad creative that achieved above benchmark CTR and quartered CPL.
- Managed agency designers and hired freelancers for specialized projects.

Originate

### Sr. UX Designer

10/16 - 04/21

- Led end-to-end product design for clients across diverse industries, guiding projects from initial concept through user research to final UI design.
- Developed high-fidelity prototypes to facilitate rapid testing, iteration, and optimization.
- Facilitated client workshops to uncover market opportunities, define product visions, and prioritize MVP features, ensuring alignment with business objectives.
- Recruited and managed designers, including junior and senior designers and freelance resources.

Time Inc

### Sr. Interaction Designer

02/16 - 09/16

- Led design for Money magazine, supporting projects for Time and Fortune, creating engaging experiences under tight deadlines tied to publication schedules.
- Redesigned flagship products, including the Fortune 500 and Money College Planner, improving design and usability to align with Time Inc's brand reputation.
- Collaborated with editors, developers, and product managers to create user-focused designs that aligned with editorial goals.

Wall Street Journal

### Interaction Designer

11/12 - 08/14

- Conceptualized and led design for new site sections focused on personalization and engagement, including a news reader, profile system, and a new commenting system.
- Developed a news reader template that became the basis for redesigning article pages.
- Led major redesign projects for multiple section fronts and page templates, including the Technology section, which launched to strong positive feedback.

## Education

CUNY Baccalaureate for Unique and Interdisciplinary Studies @ Hunter College

2005-2010

BA, Multimedia Design; BA, Creative Writing

## Extracurriculars

Design and Build Conversational AI

**Reforge** 2024

Completed a course on designing conversational AI, covering generative AI projects, user needs, and strategies for deployment and risk management.

Design & Career Mentor

**ADP List** 03/23 - Present

Guided 20+ designers through portfolio development, interview preparation, career strategies, and effective communication skills.

## Skills

UX, UI, Visual, & Product Design  
Product & Design Strategy  
User Research

Workshop Facilitation  
Typography  
Illustration  
Copywriting  
Figma

Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere)  
HTML/CSS  
Prompt Engineering

## Languages

English  
Russian  
Spanish (basic)  
French (basic)