VLAD KOGAN UX DESIGN (PRODUCT AND SERVICE) WWW.VK-21.COM VLAD@VK-21.COM

WHEELI
Carpooling Network
for College Students

9.18–Present
NYC

Director of UX
Responsible for providing strategic directions, managing a small team, as well as performing hands-on design tasks

Accomplishments:
Establishing a research-driven design process resulting in elimination of major user pain points, and a subsequent 300%+ increase in sign-ups and bookings

Providing effective leadership and mentorship of junior designers

Significantly contributing to users embracing new monetization initiatives, putting the company on a path to profitability

Building user-centered culture across the organization

WWE

4.17–9.18
Stamford/NYC

Lead UX Designer
Hands-on leader of a design team. Managed a successful effort to revamp company's apps for a multitude of screens–web, mobile, tablet, Smart TVs, game consoles.

VARIOUS ORGANIZATIONS

10.10–04.17
NYC

Senior/Lead UX Designer (Consultant)
Combination of solo and team-leading projects.

Some of the long-term projects:
CA Technologies: (Team Leader) Redesign of SaaS enterprise platform

Masters Golf Tournament: (Team Leader) Multi-platform redesign of the 2015 championship

Tenlegs Networks: SaaS platform for higher-ed administrators and students

Perka/Clover: Consumer and merchant apps for customer loyalty platform

CarZen: Car shopping iPad app for early stage startup (acquired by Liberty Mutual)

AOL (PATCH.COM)

06.12–06.13
NYC

Senior UX Designer (Consultant)
Designed and launched several e-commerce mobile apps. Designed self-serve small business ad platform.

APPLE

04.10–09.10
Cupertino/NYC

Senior UX Designer (Consultant)
Part of a team designing several internal iPad apps

JWT, SAATCHI, THE GATE WORLDWIDE

1998–2009
NYC

Senior Art Director
Various integrated branding and marketing campaigns for clients such as American Express, Ameriprise, Chase, Comcast, and others

EDUCATION

PARSONS SCHOOL OF DESIGN

BFA: Communication Design

COOPER PROFESSIONAL EDUCATION

CERTIFICATE: Interaction Design, Service Design, Advanced User Research