# Paul Gokin

Greater Boston Area  ·  1 802 872-0359  ·  pgokin@yahoo.com  ·  www.paulgokin.net  ·  http://lnkd.in/KfAnbB

## Summary

Provide full-cycle UX support to product development teams: design and evaluate interactive products, making them easier to use through user-centered design and working among dedicated professionals who share my passion for creating great user experiences.

## Education

**M.S., Human Factors and Information Design**, *Bentley University*, Waltham, MA (2006)

**B.S., Business Administration**, MIS concentration, *University of Vermont*, Burlington, VT (2000)

## Work Experience

**Evolvice**, Kyiv, Ukraine                                                                11/2014 – 4/2016
*Lead UX Designer / Product owner*                                                          (1.5 years)

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|---|---|
| Product type: | **Web** and **mobile web** applications, Windows WPF applications |
| Summary: | UI prototyping/design, business analysis, and product ownership in a consulting environment |
| Responsibilities: | Full-cycle **agile** development support: **requirements analysis** (site visits and interviews with stakeholders and users), **interactive prototypes**, **pixel-perfect UI design**, support to developers and QA, and **project management** (task creation, sprint planning, etc.) |
| Accomplishments: | Created interactive (**Axure**) prototypes which won major projects with Fortune-500 clients and successfully handled from start to finish product development for one of the winning projects |
| | Created UIs for tax management tools, an order management web application, a call center web/mobile application, a project management desktop application |

**Oracle**, Boston, MA                                                                     12/2012 – 11/2013
*Senior UX Designer*                                                                        (1 year)

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|---|---|
| Product line/type: | Oracle Commerce (both ATG and Endeca): flexible (condition-based) tools for business users to manage complex online shopping experiences |
| Summary: | Working on multiple projects simultaneously, provided UX design support for new and existing features to development teams in both **agile** and **waterfall** environments |
| Responsibilities: | Create initial **design concepts** for new and updated product features; **iterate** the designs with product managers, business analysts, and developers; create final **design deliverables** and supporting documentation |
| | Conducted **site visits** and **interviews** with product users and trainers |
| Accomplishments: | Designed and prototyped in **Axure RP** the basic initial WYSIWYG editing capability for Oracle Commerce Experience Manager |
| | Created "vision" design concepts for managing location, user segment, and date/time triggers in Experience Manager |

## SysIQ, Kyiv, Ukraine                                              01/2012 – 08/2012

*Senior UX Designer*                                                 (8 months)

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|---|---|
| Product type: | **eCommerce** |
| Responsibilities: | Perform online store **usability evaluations** (usability testing and inspections) |
| | Share UX knowledge with other team members via presentations & individual **coaching** |
| Accomplishments: | In collaboration with other UX team members defined the UX design process |
| | Created a design knowledge base (pattern library), procedure guides & a comprehensive package of templates for client deliverables |

## Materialise NV, Kyiv, Ukraine                                     06/2010 – 02/2011

*Usability Engineer / GUI Designer*                                  (8 months)

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|---|---|
| Product types: | **Ecommerce** web site, **desktop applications** for preparing 3D model files for 3D printing |
| Responsibilities: | Perform in-depth **user research** and **UI design** for web- and desktop-based applications |
| | Work with application engineers to provide quick-turnaround UI design services |
| | Support and promote the UI workgroup via presentations to project/product leaders, application engineers, and programmers |
| | Collaborated with **globally-distributed** teams, stakeholders and customers |
| Accomplishments: | Established the key activities and deliverables for the newly-created UI workgroup and integrated them into the company's existing development process |
| | Completed user research and created a complete UI wireframe/documentation package for materialise-onsite.com — an Ecommerce web site where customers can order physical prototypes from their 3D model files |

## Digital Ventures, Kyiv, Ukraine                                   09/2008 – 10/2009

*Chief Information Architect / UX Department Head*                   (1 year)

| | |
|---|---|
| Responsibilities: | Responsible for user experience on **tochka.net** by: |
| | - developing business briefs into **UI wireframes** and writing the **supporting documentation** |
| | - conducting **usability testing**, **inspection** and other assessments to diagnose and correct UI problems |
| | **Manage the UX team** by: |
| | - locating, hiring and training junior web architects, as well as allocating and overseeing their work |
| Accomplishments: | Founded the design department and grew the UX side of it into a 5-person UX team |
| | Defined the structure and key features of tochka.net, pumb.ua, kanalukraina.tv |
| | Created "proof of concept" designs that won the company both of its two major client accounts |

## Ciklum, Kyiv, Ukraine                                             03/2008 – 09/2008

*Flash designer / Front-end Web Developer*                           (6 months)

| | |
|---|---|
| Responsibilities: | Designed and created Email newsletters from scratch in HTML |
| | Optimized HTML code for cross-browser compatibility |
| | Created and edited animated banners in Flash |

## Fidelity Investments, FeB Design, Boston, MA     12/2006 – 08/2007

*Information Architect / Design Lead @ Fidelity Family Office Services (on contract)*     (8 months)

Summary:     Worked with business sponsors, analysts, and developers to refine system requirements and design user interfaces that met those requirements while providing the best user experience given the system's business and technical constraints

Accomplishments:     Throughout my entire tenure with the company worked on a team of over 50 managers and developers to successfully handle all of the information architecture and UI design duties for a large-scale **desktop financial reporting product**: Fidelity Family Office Services Workstation & Reporting

Designed data charts for new financial reports and re-designed the existing reports, creating a coherent presentation to maintain the product's high-end image

## Freelancer (self-employed)     10.2001 – 11.2006

*UX researcher and UI designer*     (5 years)

Selected projects:

- Requirements gathering and UI design for an interactive floor plan visualizer tool
- Developing standards for **real estate** sales/marketing web sites
- UI design/DHTML prototyping for an online vehicle configurator tool
- Comparative usability testing and usability inspection of multiple **car dealer sites**
- Contextual interviews and surveys of an application service provider's intranet site
- Usability inspection of a multi-channel (online/catalog) sporting goods retailer's **online store**
- UI design and information architecture for a business school site

During this time I also wrote and self-published (online) a short book about web design and a report on design strategies for presenting print catalogs online.

## Bentley College, Waltham, MA     09.2004 – 08.2005

*Graduate Assistant (under Dr. W. Gribbons), MSHFID Program*     (1 year)

Responsibilities:     Scour relevant human factors research literature for sound UI design principles and translate them into heuristics that can be applied to evaluating user interfaces

Create a human factors-driven taxonomy of basic principles to serve as a foundation for organizing the heuristic

Accomplishments:     Developed a comprehensive list of research-based UI inspection heuristics for use at Bentley's Design and Usability Testing Center

## John Hancock Financial Services, Boston, MA     03.2001 – 09.2001

*Web Developer, Interface Design Lead, Technical Lead (on contract)*     (7 months)

Primary duties:     Interface design and cross-browser front-end development (HTML, JavaScript, CSS) in a waterfall project environment

Accomplishments:     Led the visual design of an interface for a $12 million insurance underwriting/management system

Led a small team of developers in building an interface for a system designed to ensure compliance with mutual fund trading regulations

**GetConnected.com**, Boston, MA                                            08.2000 – 01.2001

*Web Developer*                                                                      (5 months)

Cross-browser front- and back-end development in HTML, JavaScript, CSS, ASP, VBScript.

Worked on a team of nine to complete a front-end site redesign, completing the HTML templates, style guide, and cross-browser coding and testing. Improved the usability and functionality of the checkout process and reduced the perceived loading times of some pages by a factor of ten

# Skills

UX / User-centered research, design and evaluation:

- **Usability testing**: designing tests to probe product weaknesses, formulating questions, facilitating sessions, and interpreting/presenting the results
- **Usability inspection** methods: heuristic evaluation, guideline-based inspection, goal-oriented cognitive walkthroughs
- **Field methods**: conducting contextual interviews / ethnographic **observation**, administering **surveys**; some experience in conducting **focus groups** and **card sorts**
- **Prototyping**: paper and static/interactive **prototypes** at any level of fidelity
- Other: creating UI structure / flow maps / **wireframes**, creating **functional specification** documents; using research to define **product requirements**
- Good working knowledge of current UX best practices for web (including **mobile/responsive**) sites and desktop apps

Non-UX:

- Requirements definition, product ownership, and project management in an agile environment

Design tools:

- Axure RP, Balsamiq, Adobe Create Suite (Photoshop, Dreamweaver, Illustrator), paper & pencil

Other:

- Experience with Confluence/JIRA
- Touch type ~60 wpm

# Interests & activities

Non-professional:

- Latin social dancing, road biking, sea kayaking, tennis, golf, photography