

# MARINA SEREBRYANAYA

## UX DESIGNER & RESEARCHER WORKING ACROSS DISCIPLINES

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Accomplished UX Lead with a proven record of delivering best in class products that delight the end user and drive key satisfaction metrics and shareholder value. Known for taking a human centered approach to UX and product development while leveraging design thinking to drive innovation in the digital space.

My experience includes identification and execution of key strategic initiatives that positively impact the bottom line, budgeting, new product development, product management, UX, analytics and product launches.

I have a proven track record of managing cross-functional teams and leading creative and back-end development efforts. I am also certified as a Scrum Product Owner.

### PROFESSIONAL EXPERIENCE

*May 2015 – Present*

**American Express (NY, NY)** – Lead UX Designer, User Experience Research and Design

*In conjunction with product owners and technology partners, I am tasked with crafting a best-in-class user experiences for employees across mobile and desktop applications. I help to improve a diverse set of products that are most critical in addressing the primary technology pain points that employees face in their daily lives thus helping the company improve its competitive advantage.*

- Assess and validate end-to-end user experiences for internal technology tools and processes.
- Consult with product teams across American Express Technology to apply best practices in user-centered design
- Collaborate with product owners in defining product requirements. Product requirements serve the basis of wireframe creation.
- Define and design experiences through creation of wireframes, visual designs, and interactive prototypes.
- Conduct user research to uncover unmet needs, gain feedback on new experiences and enhance usability. Research insights are fed into a product, enhancing the user experience.

*March 2013 – May 2015*

**American Express (NY, NY)** – Manager, Amex.com Digital Product Management

*As a core member of the enterprise product management team, I was tasked with leading the design and development of American Express' core account management applications, one of the most highly trafficked journeys on the American Express website. In addition, I provided business insights that drive key decisions in shaping a best-in-class account management customer experience. My role allowed me to transform the digital space by driving key customer satisfaction metrics and shareholder value.*

- Leveraged internal analytics data, competitive analysis, customer research and usability studies to develop the product roadmap, creating user stories and managing the agile technology delivery process.
- Managed the creative design process with internal and third party agencies to ensure all UX and design activities provide a best in class customer experience.
- Released a new Account Management experience that drove a 24% increase in payment completion, 30% increase offer/benefit enrollments, 4% increase in offer redemptions and a reduction in call volume by 13%.
- Introduced new capabilities within the Account Management experience that enabled card members to use their reward points for charges and view their card benefits. These capabilities contributed to a 90% increase in point redemptions for charges and an 81% increase in traffic to the benefits pages within Amex.com.
- Delivered a responsive credit score summary experience that enables card members to view their score(s) and obtain associated information. Overall satisfaction is around 95%.
- Maintained, evolved, and communicated best practices and lessons learned resulting from new capability launches via release scorecards and dashboards. Learnings' serve to improve process and delivery of customer facing solutions.
- Lead multi-variant and A/B testing efforts for the account management experience through collaboration with internal and external partners (technology, Adobe, etc.).
- Assisted partners with creating business requirements for analytics tagging. In addition, provide guidance/best practices on creation of reporting dashboards.

July 2011 – March 2013

**American Express (NY, NY)** – Interactive Analyst, Amex.com Digital Product Management

- Leveraged internal analytics data, competitive analysis, customer research and usability studies to develop the product roadmap, creating user stories and managing the agile technology delivery process.
- Conceived, prototyped and tested new product features and “innovation pilots” spanning gamification responsive web design, and social sync.
- Managed the creative design process third party agencies to ensure all UX and design activities provide a best in class customer experience.
- Managed the campaign process for American Express homepage, ensuring compliance with brand and creative standards
- Implemented unique campaigns for the American Express homepage that included a video solution, HTML5 animation and an interactive benefits HERO.
- Managed Capability enhancements to the new Account Management experience which improved task completion by 26%, 10x increase in offer response rates and contributed to a substantial increase in customer satisfaction (90% prefer the new experience). Recognized as #1 for Web Interaction in the JD Power 2012 Credit Card Satisfaction Study, contributing to a six-year winning streak.
- Created a reporting framework that set standards for KPIs, dashboard and scorecard development. This framework is now the standard for measuring product success.
- Leveraged Omniture analytics to create meaningful insights from complex data in order to analyze engagement and uncover core business insights on who our customers are and how they utilize our digital properties. These insights are presented to senior leadership and feed the product roadmap.

April 2007 – July 2011

**Associated Press (NY, NY)** – Business Analyst, AP Images (Digital)

*In conjunction with sales and leadership teams, I managed business processes and technology improvements that streamlined the operation(s) of the images department. I drove the development of a custom reporting solution used by employees to generate internal reports. In addition, I assisted various business units in obtaining reporting necessary for vital business decisions.*

- Identified and implemented internal/customer process improvements (ex: robust website reporting, improved e-commerce solution, etc.) in order to create a more seamless customer experience.
- Collaborated with sales and tech partners to identify and solve for pain points in image sales reporting. This enabled creation of a self-servicing portal that is leveraged by sales correspondents to understand image performance and sales.
- Analyzed large volumes of data in order to monitor and report on statistical patterns. Statistical data of this nature is used in decision-making processes such as budgeting and other strategic initiatives.
- Developed ad hoc and monthly reporting dashboards on images sales by identifying appropriate metrics to measure sales channel performance.

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## PROFICIENCIES

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### **DESIGN, PROTOTYPING & PRODUCTIVITY**

ADOBE PHOTOSHOP AND ILLUSTRATOR

SKETCH, OMNIGRAFFLE, INVISION, SNAGIT

MICROSOFT WORD, EXCEL AND POWERPOINT

### **ANALYTICS, RESEARCH & CONTENT MANAGEMENT**

ADOBE SITE CATALYST, AD HOC ANALYTICS (DISCOVER), AND REPORT BUILDER

WEBTRENDS, GOOGLE ANALYTICS, USERZOOM (SURVEY CREATION TOOL)

RALLY (AGILE SPRINT MANAGEMENT), CONTENT MANAGEMENT TOOLS

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## PROFESSIONAL QUALIFICATIONS

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April 2016

**Pratt Institute (NY, NY)** – Certificate in UX/UI: Mobile Design

October 2015

**New York University (NY, NY)** – Certificate in UX: Fundamentals

December 2014

**Scrum Alliance (NY, NY)** - Certified SCRUM Product Owner

September 2000 – June 2004

**Brooklyn College, C.U.N.Y (NY, NY)** - Bachelor of Science: Business Management & Finance