

MARINA SEREBRYANAYA

CUSTOMER EXPERIENCE LEADER WORKING ACROSS DISCIPLINES

LINKEDIN
www.linkedin.com/in/smarinanyc

WEBSITE
www.smarina.nyc

E-MAIL
smarina@gmail.com

TELEPHONE
917-232-5268

Accomplished CX Leader with a proven record of delivering intuitive, user driven products that elevate satisfaction, usability, and business outcomes. Expert in leading user research, design, and product management to create best-in-class digital experiences grounded in design thinking and data-driven strategy.

Adept at integrating technology and business goals to ensure usability and user insights shape every stage of the product roadmap. Certified Scrum Product Owner, known for leading cross functional teams and measuring the impact of product releases to continually enhance the customer experience

PROFESSIONAL EXPERIENCE

April 2021 – Present

American Express (NY, NY) – Product Designer, Digital Colleague Experience

I ensure that Digital Workplace (DW) products and services are intuitive, user friendly, and grounded in user research and best-in-class design practices. I take direct responsibility for the UI and UX and of DW products, as well as for partner solutions that influence the overall user experience. By leading user research and design, I help shape product roadmaps with a strong focus on usability and user needs. I continually measure the impact of product releases to drive ongoing improvements and enhance the overall colleague experience.

- Manage key high visibility initiatives end to end, delivering research insights and design for colleague facing experiences during all phases of design and development.
- Collaborate with cross-functional teams and senior leaders to advance the enterprise-wide adoption of AI solutions through user research, information architecture, and experience design, including the development of a Gen AI powered chatbot.
- Led UX studies, design, and improvements related to the colleague digital experience, ensuring products meet accessibility guidelines. Package and communicate UX work and insights to partners, the broader DW organization and senior leadership.
- In collaboration with stakeholders across the organization, define, research, design and publish Personas & Journeys related to the Digital Colleague Experience. In addition, educate the product organization on how to best utilize personas to inform decisions.
- Find opportunities to drive a culture of design thinking, continuous innovation, and discovery within the product delivery lifecycle while elevating colleague journeys and experiences.
- Create and deliver executive level and partner communications, elevating the product teams unified messages that drive decisions and accelerate agile decision making.
- Collaborate closely with product managers, engineers and other cross functional partners to define project requirements and deliver against them.
- Identify the right artifacts to create based on project needs and timeline and deliver high quality artifacts such as wireframes, prototypes, and high-fidelity specifications.
- Mentor and guide junior colleagues and peers, providing direction and oversight on projects I lead to ensure alignment, quality, and professional growth.

May 2015 – April 2021

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

In partnership with product owners and technology teams, I design and deliver best-in-class user experiences for employees across mobile and desktop platforms. I focus on improving the products most essential to addressing key technology pain points in colleagues' daily workflows, enhancing usability, productivity, and the company's overall competitive advantage.

- Evaluate and enhance end-to-end user experiences for internal tools and processes, achieving an 85%+ satisfaction rate for the initiatives I improved.
- Consult with product teams across American Express Technology to apply best practices in user centered design, leading to a minimum 15% increase in usage and satisfaction for teams implementing my recommendations.
- Define and design digital experiences through user stories, information architecture, wireframes, visual designs, and interactive prototypes, delivering measurable improvements in usability, engagement, and colleague satisfaction.
- Conduct in depth user research to identify unmet needs, validate design concepts, and optimize usability; translating insights into actionable improvements that increase product satisfaction and engagement by up to 30%.

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 led the design and development of American Express's core account management application, one of the most highly trafficked experience on the company's website. I provided strategic business insights that drove key product decisions and shaped a best-in-class account management experience. Through this work, I helped transform the digital ecosystem, driving improvements in customer satisfaction, engagement, and overall shareholder value.

- Utilized internal analytics, competitive research, customer insights, and usability data to define the product roadmap, develop user stories, and manage agile delivery from concept through launch.
- Directed the creative and UX design process with internal teams and external agencies to ensure cohesive, best-in-class customer experiences.
- Launched a redesigned Account Management experience that increased payment completion by 24%, offer and benefit enrolment by 30%, and offer redemptions by 4%, while reducing call volume by 13%.
- Introduced a new Account Management capability enabling card members to redeem reward points for charges and access their card benefits, resulting in a 90% increase in point redemptions and an 81% increase in traffic to benefits pages.
- Delivered a responsive credit score summary experience allowing card members to view scores and related insights, achieving a 95% satisfaction rate.
- Introduced Amex Offers into the Account Management experience across desktop and mobile platforms, enhancing engagement and achieving an 80% customer satisfaction rate.
- Documented and shared best practices and performance insights from new releases through scorecards and dashboards to continuously refine processes and improve customer facing solutions.

July 2011 – March 2013

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

I led digital design and product innovation, delivering new features and campaigns that improved customer engagement and satisfaction. I drove major enhancements to the Account Management experience, boosting task completion and offer response rates, while using analytics and user insights to guide product strategy and strengthen Amex's digital leadership.

- Conceived, prototyped, and tested innovative product features and pilots including gamification, responsive design, and social integration, achieving customer satisfaction scores around 85%.
- Directed third-party agencies to ensure all UX and creative design initiatives delivered a cohesive, best-in-class customer experience.
- Managed end-to-end homepage campaigns for American Express, maintaining brand and creative compliance while implementing dynamic solutions such as interactive videos, HTML5 animations, and benefits showcases.
- Led capability enhancements to the Account Management experience, improving task completion by 26%, increasing offer response rates tenfold, and driving 90% customer preference for the new experience. These improvements helped secure the #1 J.D. Power ranking for Web Interaction and contributed to American Express's six-year winning streak in customer satisfaction.
- Translated complex analytics into actionable insights on customer behaviour and engagement, informing senior leadership decisions and shaping the digital product roadmap.

PROFESSIONAL QUALIFICATIONS

Education:

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

Professional Certifications:

Nielsen Norman Group (NY, NY) – UX Master Certificate

General Assembly (NY, NY) – Certificate in Visual Design

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

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

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