LAURA ANTSYGINA

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OBJECTIVE

To optimize the user experience on websites and mobile apps by leveraging my ecommerce and UX expertise and ensuring a seamless digital journey for users.

TOOLS

Sketch, Figma, Zeplin, Invision

Dialogflow, IBM Watson, Open AI

SurveyMonkey, UserTesting

Google Analytics, Tableau

Salesforce, Optimizely

Jira, Agile Scrum

SKILLS

Empathy & Customer Focus

Heuristic Evaluation

Information Architecture

Mobile & Responsive Design

Wireframing & Prototyping

Usability Testing

COMPETENCIES

Accessibility Awareness

Adaptability & Learning

Collaboration & Communication

Inclusive Design Principles

User-Centered Design

User Flow Design

LANGUAGES

English

Russian

EXPERIENCE

04/2023 - Present **Product Designer**
OZZMART

- Conduct user research, create user journeys, and design conversational flows for a smooth ecommerce store launch.
- Drive user acquisition through compelling landing page content and a value proposition tailored to the target audience.
- Ensure a seamless onboarding with an engaging chat interface guiding toward an AI-powered solution for creators.

06/2021 - 02/2022 **UX Product Manager**
BARRY'S BOOTCAMP

- Enhanced user engagement by 20% and boosted user retention by 15% for Barry's X mobile app.
- Increased loyalty program enrollment rate by 25% with feedback loops, tier logic, and reward testing.
- Reduced logistics errors, and increased member satisfaction expediting studio managers' order flow.

04/2018 - 05/2021 **UX/UI Designer**
JETSON AI

- Designed a dashboard integrated with conversational AI platforms and messaging apps for enterprise clients (B2B).
- Wrote and tested conversational flows and dialogs for end users (B2C) for multimodal experiences.
- Refined intents, entities, utterances, and error-handling messages in collaboration with the machine-learning team.

09/2017 - 01/2018 **UX Strategist**
OFFRBOX

- Performed usability testing, and conducted 20 sessions to align with user needs.
- Iteratively refined graphic user interfaces and prototypes based on user feedback.
- Created style guides to support design consistency and knowledge transfer.

EDUCATION

2017, New York, NY **Certificate | User Experience Design Immersive**
General Assembly

2010, Yekaterinburg **Bachelor's and Master's Degree**
Linguistics | Teaching English as a Foreign Language
Ural State Pedagogical University