

Vita Papernov crafts compelling interactive experiences.

Email: info@vitagraphic.com

Portfolio: www.vitagraphic.com

Mobile: (347) 726-1390

SUMMARY

Digital Project Leadership: Creative Direction, Art Direction, UX Product Management, UX Team Leadership, B2B & B2C Product Strategy and Management, Social/Community Strategy and Management.

User Experience and Design: UX Strategy, Information Architecture, Interaction Design, UI Design, Visual/Graphic Design, User Research, User Validation.

Design (Other): Branding and Identity, Typography, Iconography, Digital Illustration, Digital Video, Sound, and Animation.

Methodologies: Agile (Scrum) and Waterfall.

TECHNICAL SKILLS

UX and Digital Design: Adobe Creative Suite (PhotoShop, Illustrator, InDesign, Flash), OmniGraffle, Axure, Balsamiq, Visio.

Code: HTML/HTML5, CSS2/3, JavaScript (+jQuery), PHP (basic); ActionScript 2; Eclipse and Spry Frameworks.

Other Digital Tools: AfterEffects, Acid Pro, Final Cut Pro, Premiere, QuickTime Pro, Media Cleaner, SoundForge, Bryce, Maya, 3D Studio Max, Rhino, Strata, Swift 3D.

Strategy & Documentation: MS Office, Google Tools, Keynote, Prezi, other.

Platforms: PC / Mac / iOS.

EXPERIENCE

UX Strategist / Art Director (June 2013 – Present)

Freelance, New York, NY 10018

Art-direct, design and implement user-facing solutions for digital startups and established businesses.

Conduct SWOT analysis of digital platforms and applications in conjunction with competitor and innovation intelligence research.

Provide MVP and model-optimization recommendations.

Tools: Adobe Creative Suite, Omnigraffle, CSS, HTML, JavaScript.

Director of User Experience (UX) (Sept 2011 – June 2013)

Teach for America, 315 West 36th Street, New York, NY 10018

Evolved UX best-practices within IT.

Led UX process for Tier-1 online tools for education technology, data management, social/community platforms, career/job, and media archives used by TFA teachers, staff and alumni.

Authored product requirements for primary user-facing portal, TFANet, in partnership with Business and Tech Leads.

Conceptualized, designed and prototyped user-facing apps and features.

Worked with SVP of App Dev and TFANet Project Managers to optimize the Agile UX - Dev workflow.

Conducted heuristic evaluations for existing solutions.

Led user validation for select third-party solutions.

Ran UX workshops to encourage collaborative user-focused thinking among partner teams and colleagues.

Conducted user research and maintained dialog with user groups.

Managed and mentored UX interns.

Partnered with Marketing to evolve TFA's digital brand.

Tools: Adobe Creative Suite, Omnigraffle, Google Tools, HTML, CSS, JavaScript, Jira.

UX Lead (Jan – May 2011)

Kantar Video (now Kantar Media, property of WPP Group), 292 Madison Ave, 4th floor, New York, NY 10017

Established UX best practices.

Managed User Experience for Videolytics™, video syndication and tracking platform.

Partnered with Platform and Marketing Managers to define solution requirements.

Defined UX strategy and crafted UI design for Videolytics™ platform and public company website.

Defined brand strategy in concert with Marketing Manager and designed branding features.

Directed implementation of User Experience by third-party developers.

Designed Kantar Video branding and marketing campaign collateral.

Tools: Omnigraffle, Adobe Creative Suite, CSS, HTML, JavaScript, PHP; WordPress, Rally.

UX Design and Strategy Consultant (Jan 2010 – Dec 2010)

Freelance, New York, NY

Provided UX expertise to a stealth mobile application startup.

Services included: art direction, UX strategy, visual design and typography and branding.

Tools: Adobe Creative Suite, CSS, HTML, JavaScript.

Senior Web Designer (May 2007 – Dec 2009)

KickApps, Corp (Now KIT Digital), 29 W. 38th Street, New York, NY 10023

Performed UX customizations of KickApps' social media platform for Top-Tier clients in media/broadcasting, sports, publishing, non-profit, and other industries.

Conducted UX strategy, art direction, crafted the interaction model, visual design and HTML/CSS page architecture for customization projects. Partnered with Sales and Tech Leads on customization strategy.

Established design guidelines and authored first KickApps Statement-of-Work document for Creative Services.

Directed API implementation of user-facing features by front-end developers.

Interfaced with clients and conducted demo pitches for select projects.

Conducted heuristic evaluations and user testing.

Authored platform integration tutorials.

Managed and mentored junior designers.

Clients included: CBS Corp., CW Network, Guinness World Records, Madison Square Garden, Martha Stewart Living Omnimedia, Inc., New Orleans Hornets, New York Rangers, ProSieben, SAAVN, Rachael Ray, Turner Sports and Entertainment.

Tools: CSS, JavaScript, XHTML, PhotoShop, Illustrator, RSS, KickApps App Studio.

Web Designer - Consultant (Contract: Nov 2006 – Feb 2007)

America Online, Inc. (Contract through Kinetix Technology Partners, LLC), 75 Rockefeller Plaza, New York, NY 10019

Designed UI features for AOL Cityguide (later, AOL Local) Portal.

Crafted identity for AOL Local Maps and AOL co-brands such as NicheMedia and Gotham Magazine.

Designed banner ads and other promotional graphics for AOL affiliates and clients including Broadway and Disney.

Tools: PhotoShop, Illustrator, CSS, XHTML.

Multimedia Developer / Graphic Designer (Jan – Sept 2006)

Premier Technical Services, Inc. (now Raland Technologies, LLC), 1387 Fairport Rd., Bldg. 1050, Fairport, NY 14450

Crafted user experience and front-end code for e-learning courseware and labs for medical and security professionals. Work included: interaction design and coding, UI design, animation, illustration, digital video optimization, and on-demand graphics.

Participated in establishment of branding and product design guidelines.

Tools: Flash, ActionScript, CSS, PhotoShop, InDesign, Flash Video Encoder, XML.

Interactive Designer / Developer (June 2004 – Oct 2005)

Aviation Shops / Global Learning Solutions, Inc., 150 Lucius Gordon Dr., Suite 204, West Henrietta, NY 14586

Crafted user experience and conducted front-end development of e-learning courseware for aviation professionals.

Designed and implemented public company website.

Designed corporate identity and print collateral.

Drafted corporate branding guidelines.

Tools: Flash (+Action Script), XML, HTML, CSS, JavaScript, Dreamweaver, PhotoShop, Illustrator.

Digital Designer, Consultant (March 2003 – May 2004)

Freelance, Rochester, NY

Crafted corporate websites, identity and branding design solutions.

Provided digital product strategy consulting services.

Tools: PhotoShop, HTML, CSS, JavaScript, Flash, Premiere, AfterEffects, Final Cut Pro, QuickTime Pro, Sorenson Squeeze.

PROFESSIONAL AFFILIATIONS

AIGA (New York Chapter) (2000 – 2003, 2013 –)

Creative Design Pros (2011 –)

Mobile UX (2011 –)

IXDA: Interaction Design Association (2013 –)

EDUCATION

MFA in Computer Graphics Design, May 2003

School of Design, Rochester Institute of Technology, Rochester, NY

Institutional Scholarship (R. I. T. School of Design, Sept '00 - May '02)

BA in Studio Art, May 1999

BA in History, May 1999

University of Rochester, Rochester, NY

Magna Cum Laude, Highest Distinction (both majors)

AWARDS & RECOGNITION

Design Awards

Coolest Designs Award of Excellence for Vitagraphic (Flash website) (Apr.13.06)

Webmaster Award for Vitagraphic (Jan.10.05)

Pages.Think: Vitagraphic included in Digital Showcase (Dec.25.04)

OOPS E.Zine: Vitagraphic featured in Graphics Showcase (Dec.19.04)

PixelMakers: Award for Vitagraphic (Dec.11.04)

Lounge 72: Vitagraphic featured (Nov.27.04)

Net Inspiration: Vitagraphic featured (Nov.23.04)

Artsy Awards: Gold Award for Vitagraphic website (Nov.13.04)

NewWebPick Forum: Vitagraphic website Site Feature (Nov.11.04)

Other Honors

C. Glenn Cambor Literary Fellowship (University of Houston, Houston, TX, Apr. '00. – Declined)

Erhardt Literary Fellowship (University of Houston, Houston, TX, Apr. '00. – Declined)

Phi Beta Kappa National Honor Society (April '98 –)

Golden Key International Honor Society (Inducted, April '98)

Phi Alpha Theta International History Honor Society (Inducted, Dec. '98)

PORTFOLIO

www.vitagraphic.com

Additional work available upon request.