

# Oksana Acevedo

## Sr. Product Designer

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## Summary

With over 20 years of experience in Product and UX design, software design, web design, and development, I am a versatile individual who can boost your company's product portfolio with my skills, expertise, and leadership qualities. As a distinguished thought leader, I led our team and partners to patent ideas with workflows not offered by our competition.

## Skills and Tools

- Product design & innovation
- Product discovery & gap analysis
- Leading projects from discovery to concepts to execution
- Design thinking, persona building & journey mapping
- User scenarios & storyboarding
- Prototyping & usability testing
- Defining best design practices
- Creative art direction
- Building design systems
- UX & architecture
- UI & visual design
- Mobile & responsive web design
- HTML5 / CSS & Web Development
- Adobe Suite, Sketch, InVision, Axure

## Professional Experience

### Sr. Product Designer, Early Warning Services | Zelle®

San Francisco, CA — January 2019 – Present

- Leading design innovation for several EWS product lines and have successfully launched new features like Zelle® QR Codes, Zelle® Tag, Zelle® Preferences, Scheduled and Recurring Payments, which helped to increase customer engagement.
- As a Lead Designer for Zelle®, I created and maintained user experience guidelines for Zelle® network participants to support and implement Zelle® in their mobile banking app in order to improve the user experience with efficiency and simplicity.
- Leading projects from discovery to concept designs to building interactive prototypes to sell new ideas to enhance the product line to align with the company goal.
- Introducing and co-hosting UX forums with financial institutions to create a collaborative platform to share new design ideas and gather feedback from designers in over 20 financial institutions.
- Rebranded Zelle® guidelines and converted static PDF to a more comprehensive digital experience managed by CMS, which improved the publication and delivery of the new guidelines to the network participants.

## **Sr. Lead UX Interaction Designer, Bank of the West**

San Francisco, CA — March 2015 – January 2019

- Built wireframes and improved user flows for projects like Credit Card Payments in OLB, Mobile Check Deposit, rebuilding Commercial Online Banking.
- Led discovery on the innovation strategy to reimagine Auto/RV/Boat loan application processing and presented ideas to management and cross-functional teams.
- Utilizing my technical background, I closely worked with development teams during implementation to ensure the product is built to UX standards and specifications.
- Identified UX issues and gaps with the current products and services in order to improve the user experience and user satisfaction.
- Managed multiple high priority projects at the same time, ensuring they are on track with deadlines.
- Built and maintained strong working relationships with management, partners, and development team members.

## **Sr. UX Interaction / Visual Designer, Ellie Mae Inc.**

Pleasanton, CA — November 2004 – May 2014

- Designed Visual and Interaction solutions for complex desktop, web, and mobile applications with responsive and adaptive techniques.
- Worked with internal teams to design and build user-centered forms, applications, interfaces based on business requirements.
- Defined detailed visual design guidelines and specifications, including layout, controls, patterns, color palettes, typography, and iconography.
- Applied visual design guidelines across multiple products (web and desktop).
- Produced detailed Visual Design and User Interaction specifications.
- Designed wireframes, user workflows, and identified personas.
- Re-designed several web applications to improve user productivity and increased user adaption.

## **Sr. UX/UI/Web/Mobile Freelance Consultant**

Concord, CA — June 2005 – February 2015

- Design visual and interaction solutions for desktop, web, and mobile applications with responsive and adaptive techniques.
- Worked with clients to design and build user-centered forms, applications, interfaces based on business requirements.
- Designed wireframes, user workflows, and identified personas.
- Graphic design for web and print projects.

## **Web Designer, Ellie Mae Inc.**

Pleasanton, CA — September 2001 – November 2004

- Designed and programmed custom interactive websites for mortgage brokers using HTML, CSS, and JavaScript.
- Created design guidelines and templates to reduce setup time.

## Education

### **Web Designer, Contour Software**

Campbell, CA — January 1999 – September 2001

- Lead designer working hand in hand with mortgage brokers on their brand identity.
- Designed and programmed custom websites.

### **Technical Support / Administrative Assistant, Contour Software**

Campbell, CA — June 1998 – January 1999

- Managed technicians work phones and switch boards for customers seeking technical support.
- Managed tech support escalations.

### **Economist, Severniy Reiyd**

Russia — 1994 – 1997

- Business economic analysis. Monthly and yearly profit and loss reports for individual departments and the company.
- Assisting manager with business presentations.
- As an Economist I was also responsible to manage and mentor 3 other employees.

### **SevMashVTUZ, a branch of St. Petersburg State Marine Technical University, Russia**

Master's degree in economics, finance, marketing and management — 1992-1998

### **Art School, Russia**

Degree in art and art history — 1990-1992