

GALINA PASTERNAK

UX/UI DESIGNER AND FRONT-END DEVELOPER



INFO

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SKILLS

Web Design

User Interface

User Experience

Information Architecture

Responsive Web

Accessibility

In-Browser Prototyping

Video Editing

TOOLS

Adobe Creative Cloud

HTML

CSS

JavaScript

jQuery

Bootstrap

Foundation

WordPress

Eloqua

REFERENCES

Available upon request

PROFILE

A User Interface/User Experience and Front-End Development specialist with over 20 years working in software industry. Over the years, I have gained a full-project lifecycle experience including gathering and validating requirements, prototyping, designing, coding, ensuring accessibility, implementation, updating, maintenance, and communicating with clients throughout the process.

EMPLOYMENT HISTORY

CX Interaction Designer, Wells Fargo, San Francisco, CA

2009 – 2019

- Designed new and re-designed existing email templates, landing pages, and microsites utilizing Wells Fargo brand style guide.
- Designed banners, tiles, landing pages, and emails to support various marketing campaigns.
- Developed, executed, published, and maintained various online components including emails, newsletters, landing pages, microsites, and registration forms.
- Leveraged Eloqua marketing automation tool to execute email marketing activities.
- Edited corporate videos, created animated cards and banners.
- Performed tracking and reporting of marketing performance.
- Collaborated with interdisciplinary teams as well as provided high level of customer service and support to the marketing partners.

Senior Web Designer, Wachovia, San Francisco, CA

2006 – 2009

- Designed banners (both static and animated), tiles, landing pages, and emails to support various marketing campaigns. Acted as a designer and/or a front-end developer for projects involving custom landing pages and emails.
- Designed creatives and developed HTML prototypes for multiple online application projects.

- Served as a designer and a front-end developer on 5 re-design projects (Savings, Checking, Mortgage, Home Equity, and Retirement Planning) and 4 pilot initiatives (Optimost multi-variant test, Iron Workers microsite, corporate blog, and Wachovia Mobile SMS).
- During merger of World Savings and Wachovia, re-coded World Savings public website to prepare it for migration into Vignette 6 environment. Acted as a project lead during the site migration and the following shutdown processes.
- Worked with an interdisciplinary team to ensure best user experience for Wachovia online customers.
- Organized team building events.

Senior Web Designer, World Savings, San Leandro, CA

2005 – 2006

- Designed, prototyped, developed and maintained different sections of public website and online banking applications in compliance with company style guide and web design best practices.
- Worked with an interdisciplinary team to redesign corporate home page for World Savings, to develop new website for Home Loan Experts division, and to migrate World Savings public website onto Communiqué, content management system by Day Software Holding AG.
- Successfully led design projects through various stages such as gathering requirements, providing time estimates, allocating resources, designing and prototyping pages, making revisions, and getting approvals.
- Worked closely with project and product managers, content writers, information architects and usability engineers to ensure project quality and effectiveness as well as meeting of schedules.
- Enhanced process by implementing effectively coded prototypes that significantly improved projects' turn-around and shortened development time.
- Initiated use of latest cutting edge DHTML/CSS techniques.

Senior UI Designer/Developer, Opt4 Derivatives, Inc., Berkeley, CA

2000 – 2004

- Designed, prototyped, developed, maintained, and updated GUI front-end of an Opt4 web-deployed trading platform using XSL/XML, HTML/XHTML, DHTML/CSS and JavaScript.
- Gathered and validated requirements from marketing and project management departments, translated requirements into user flow diagrams, wire frames, and prototypes to ensure quality, ease of use and compliance with UI standards of the end product.
- Designed and implemented Opt4 platform's front-end, so the platform interface could be easily customized based on specific client's requirements.
- Worked closely with back-end development team to assure smooth and bug-free synchronization of front-end and back-end of the application.
- Designed, developed and maintained company website.
- Produced multiple design iterations against tight deadlines.
- Designed and developed multiple product demos to effectively demonstrate current and possible future functionality of Opt4 solution.

- Performed leading role in two rounds of company re-branding effectively communicating company message through visualization.
- Produced various marketing materials such as Power Point presentations, Flash presentations, business cards, stationary, flyers, conference displays, etc.
- Created numerous custom graphics to use on websites and in printed materials.
- Interviewed and managed contractors to guarantee clear understanding of requirements, compliance with company UI standards, and meeting of the deadlines.

Senior Web Quality Assurance Engineer, OneStop.com, San Ramon, CA

1999 – 2000

- Created icons and adjusted photo images to be placed on OneStop websites.
- Performed automated regression test using SilkTest and load test using SilkPerformer.
- Performed black box testing of websites targeting specific needs of small business owners.
- Set up and supported SilkRadar as company Issue Tracking System.
- Created and implemented test plans using functional specification as a primary source of information about features.

Quality Assurance Engineer, Siebel Systems, Inc., Emeryville, CA

1999

- Performed black box testing of Siebel enterprise applications such as “Communications” and “Utilities”.
- Performed installation of different application components.
- Completed following Siebel training courses: “Using Siebel 99”, “Siebel 99 Server Administration”, “Siebel 99 Remote Administration”, “Configuring an Application Using Siebel 99 tools”, “Applying Siebel Visual Basic and COM Interfaces Concepts”.

Quality Assurance Engineer, InsWeb Corp., Redwood City, CA

1997 – 1999

- Performed black box testing of web applications developed to provide quick and accurate insurance quotes.
- Performed database testing of MS SQL Server backend and automated regression test using Silk.
- Created and implemented test plans using functional specification as a primary source of information about features.
- Used Issue Tracking System to enter bugs, updated bug status and generated bug reports.

EDUCATION

A.A.S. in Computer Graphics, Silicon Valley College, Walnut Creek, CA

2000 – 2001