Alla Taborisskaya | UX & Product Design

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SUMMARY

15+ years of experience in Product and UX, solving complex, ambiguous problems, creating beautiful, intuitive customer experiences, and helping companies grow and evolve in Education, Video, Productivity, E-Commerce, Retail, Gov, Enterprise, B2B and B2C.

Panopto
Head of Design | 2020 - Present

Owned the UX roadmap and led Design and Research for all aspects of an Onlive Video Platform. Planned and executed site-wiode redesign to Material Design patterns and delivered multiple high-impact features. Collaborated with Stakeholders, Success, Sales, and Engineering to align, business goals and customer outcomes and prioritize roadmap commitments. Managed a desin team and worked as an individual contributor. Initiated and lead an EDU Research Initiative. Established and refined design, research, and and performance review processes for the design team.

Smartsheet
Senior UX Designer | 2015 - 2020

Designed collaboration, productivity, and workflow management tools (no-code app builder, automated actions, project timelines, resource & app management solution). Created integrations for Slack, Adobe, Skype, & JIRA. Organized and conducted usability studies, workshops, design sprints, and collaborated with stakeholders across the org.

Amazon Kindle
UX Designer | 2011 - 2015

Created high-visibility experiences across the Kindle ecosystem (Kindle X-Ray, Book of the Month, Author Central, Kindle Leaf, The Future of Fiction). Designed Kindle X-Ray - an original way to display key contextual information for Kindle books. Solution was extended to Amazon Video and resulted in 10 patents and two publications. Collaborated with stakeholders across the Kindle org to manage product roadmap and prioritize deliverables for the design team.

Onvia
UX Design Lead | 2009 - 2011

Designed all customer-facing experiences for a data-mining engine for viewing government contract jobs (search, detail pages, settings, and admin tools). Introduced interactive Prototyping to the Design and Dev teams, speeding up the development cycle and simplifying the requirements management and hand-off processes.

Personify Design
UX Designer | 2007 - 2009

Designed experiences in Hospitality, E-Commerce, and Health Care. Worked across PM, Research, and Design disciplines to conduct research, collect requirements, create designs, manage project roadmaps, and hand off completed solutions to customers.

Expedia
STE | 2005 - 2007

Verified shopping experience for Expedia Cruises: user interface, front-end functionality and data integrity

Microsoft
STE | 2000 - 2004

Developed DB and Web-Service solutions and verified functionality of Microsoft Office products

SKILLS

- Product and UX design
- Design Systems I Material Design
- Information Architecture
- Visual Storytelling
- Communication & Cross-Team Collaboration
- Formative & Usability research
- Team Leadership & Developement
- Presenting to Stakeholders, Boards & Customers
- Organizing and leading workshops & design sprint
- Outcomes-based approach to design
- Accessibility
- Responsive Design
- User-Centered Design Process
- B2B and B2C
- IOS, Android, Desktop
- Figma, Adobe, Pendo, Notion, Salesforce, Jira, etc...

PRODUCT DESIGN

- Conceptualizing & building new experiences
- Integrating new features into established products
- Highly visible customer facing interfaces
- Enterprise, B2B, SAAS
- Created Complex data-driven tools

LEADERSHIP

- Presenting to senior management & stakeholders
- Coordinating and prioritizing initiatives across org
- Managing and mentoring designers
- Mentoring designers and interns
- Work on features & patterns with org-wide impact
- Creating a long-term strategic UX vision
- Aligning roadmaps with OKRs
- Getting buy-in from stakeholders and customers
- Inspiring and align teams across org

SUPERPOWERS

- Excellent problem-solving skills. Extensive experience buildig products and solving complex multi-dimensional problems in various industries

- Ability to do more with less. I wear different hats, learn new tools, and get things done with limited resources and tight timelines

- Visual storytelling and presentation skills, ability to connect with the audience to influence stakeholders and align teams by effectively communicating complex concepts

- Ability to see the future version of a product, deconstruct it into implementable pieces, and create a path from MVP to Blue Star

EDUCATION

- **University of Michigan** | BS in Computer Science
- **University of Michigan** | BS in Psychology
- **University of Washington** | Info Management
- **LinkedIn Learning & Coursera** | Leadership

TOOLS

- Figma
- Sketch
- Photoshop
- Illustrator
- Axure
- Pendo
- Notion
- Salesforce
- Jira