

Elina Rubuliak *Lifelong creative, improviser, humanist, optimist.*

🏠 Oakland, California ✉ elina@elinar.org

📁 portfolio at elinar.org

UX & UI Design

I design solutions for real people.

Highly-focused, strategic, product designer with nearly ten years of experience creating compelling web and mobile-based consumer and business applications.

Passionate advocate for user needs with an emphasis on developing empathetic experiences that delight, with an importance on intuitive layout and function over imagery and flash.

An outstanding delivery track record for designing flexible, functional, and elegant work that serves customers in life sciences, academia, publishing, education, and social media.

Committed to building products users love and having fun while doing it.

Core Competencies

- Managing holistic product vision while balancing many projects in a deadline-driven environment
 - Partnering with cross-functional teams, including business stakeholders, engineers, and product managers
 - Bringing the users' voice to the table
 - User experience strategy and planning
 - Project management and team leadership
 - Wireframing and concept development
 - Usability testing and analysis
 - Troubleshooting and problem solving
 - Agile development and Scrum methodology
 - SaaS industry best practices
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Professional Experience

Perforce Software

Senior User Experience Designer

01/2017–present
Alameda, California

Suite of tools serving software developers in all industries, which includes the Helix version control engine and applications and code collaboration tools for development teams, serving over 400,000 users globally

- Advocate for simple, user-centric designs that adhere to industry best practices.
- Champion product and design decisions with solid rationales, based on UX principles, user research, and product knowledge.
- Collaborate with product management and engineering throughout the product life-cycle to ensure designs are addressing user and business needs and are feasible to implement.
- Map out interaction user workflows that include third-party products and integrations.
- Create low and high fidelity, annotated wireframes and pixel perfect visuals.
- Assist in defining design patterns that can be used across the entire product ecosystem.

Professional Experience cond.

OpenOakland

Principal UX Designer

01/2014–present
Oakland, California

A Code for America brigade of volunteer technologists collaborating with local governments to develop applications for residents to engage more effectively with their City Hall and public services

- Design lead and project management for the ongoing, long-term project **Open Disclosure California**, an online application to aggregate and visualize multiple data sources into a comprehensive picture of local campaign finance for voters of California.
- Work closely with City of Oakland Public Ethics Commission officials to build a tailored experience leveraging their domain expertise on ethics laws and campaign finance.
- Collaborate with researchers and data scientists to develop an in-person user testing study of the Open Disclosure beta site to gather usability feedback from a diverse group of local residents.
- Liaise with existing online resources and organizations (including MapLight and League of Women Voters) pertaining to campaign finance disclosure to determine areas of public interest, competitive analysis, and long-term project direction.
- As part of the first state-wide volunteer civic brigade, develop an expanded, statewide application to facilitate city and county governments to publish their campaign finance data on a mobile-first environment to better serve residents and provide a resource to local journalists to increase election coverage.

Veeva Systems Inc.

Lead Product Designer

04/2016–present
Pleasanton, California

Software as a Service (SaaS) enterprise platform offering a suite of applications built for pharmaceutical and life sciences industries, serving over 300 biotech customers globally

- Lead experience and guide strategic design direction for emerging V1 products for new markets, including an integrated Digital Asset Management (DAM) application.
- Drive the evolution of the existing visual design and functionality of the platform to serve all applications and exceed the ever-increasing industry expectations by creating a cohesive, intuitive, aesthetically-pleasing product.
- Advocate for the users' experience and a user-centered design approach to feature development.
- Grow the UX Team with new hires and training to meet the needs of the expanding Vault product team.
- Evolve and mature UX design and engineering approach within an agile development organization.
- Research the latest UX/UI concepts, trends, and best practices, and incorporate them into our practices and design patterns.

Veeva Systems Inc.

Visual Designer

12/2012–04/2016
Pleasanton, California

Software as a Service (SaaS) enterprise platform offering a suite of applications built for pharmaceutical and life sciences industries, serving over 300 biotech customers globally

- Drive user experience and interface for **Vault**, a high-performance, tailored content management system (CMS) platform.
- Translate complex ideas into highly functional, complete interfaces for search, reporting and dashboards, security, customizable data objects and relationships, configurable lifecycles and workflows, scalability, localization, and integration with partnering applications.
- Optimize, iterate, and evolve the early product interface and styling into a mature, well-designed platform.
- Evangelize the importance of design and influence overall product strategy and direction.
- Develop and implement intuitive visual lexicon for consistent, universal experience.
- Refine features from conceptual wireframes to high-fidelity visuals and guidance documentation.
- Produce standard and high-density pixel assets, CSS, and guiding visuals for development.
- Define visual specifications and guidelines and maintain a continuously evolving reference library for expedited development by a cross-functional team.

Professional Experience cond.

Formspring.me

UI Designer

11/2011–12/2012

San Francisco, California

“Ask me anything” social networking service with over 25 million users, acquired by spring.me / Twoo

- Designed user experience for various modular site components, including tagging, popular content curation, and system-generated questions as part of a small, collaborative design team.
- Focused on creating component-based user interfaces for easy reproduction by development team.
- Created concepts, experience flows, prototypes, and user research scenarios to promote adoption and user loyalty.
- Prepared and deployed production-ready HTML5 and CSS3.
- Developed and refined transactional email templates to improve customer acquisition and conversion through A/B testing.
- Peer reviewed work by design and product teams.
- Refined and implemented product and marketing brand development and guidelines.

Berkeley Electronic Press

Graphic Designer

06/2009–09/2011

Berkeley, California

Open Access publishing and hosted institutional repository (IR) software serving over 400 academic institutions worldwide

- Led design process for key company products, including online academic journals and institutional repositories.
- Hired and managed junior designer and managed internal team process.
- Launched and project managed **Digital Commons**, a repository showcase and subscriber resource center for the leading company product.
- Worked with business stakeholders and engineering team to implement features and enhancements for platform institutional repository software.
- Drove and managed development and maturation of company brand and usage guidelines.

Red Room.com

Graphic Designer

12/2008–04/2009

San Francisco, California

Social media community and book sales platform for writers, acquired by Wattpad

- Oversaw interface design of social platform for the literary community
- Designed concepts and mock-ups of dynamic components and modules
- Prepared wireframes, navigation, and user interfaces
- Produced digital and print marketing materials.

Tools

Photoshop, Sketch, Balsamiq, InVision, HTML and CSS, Illustrator, InDesign, GitHub, JIRA, Confluence, Trello, Slack, pencil and paper, and all your standard office software.

Education

Bachelor of Science in Graphic Design

The Art Institute of California – San Francisco

10/2005–10/2008

- Graduated with cumulative GPA of 4.0
- Awarded Best in Show for Graphic Design