Pavel Samsonov

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Experience

2017 to present

Bloomberg – Product Designer

Designed data request tool and process, reducing TTR by eliminating the need for IT projects and training before non-technical end users could receive data.

Designed self-service discovery and purchase user flows that reduced the data acquisition process from weeks to seconds.

Collaborated with designers and stakeholders across business units to create a design system and drive its adoption.

Drove accessibility compliance initiative across all Bloomberg Enterprise web properties.

Developed an ontology of concepts to align product, engineering, support team, and user understanding of platform elements.

Increased the frequency of value delivery from quarterly to sprint-by-sprint through limited WIP, more flexible planning cycles, and risk management strategies.

Reduced KTLO by half through emphasis on stability and improved collaboration with QA teams.

2014 to 2017

Workfusion – User Experience Designer

Successfully applied Lean UX methodology to research, design, and build a proof of concept in 1 week, leading to $500,000 annual contract.

Improved the speed of document data extraction 5x by developing and testing new interaction techniques.

Improved the speed with which chat agents handled queries through efficient tooling, from upwards of 15 minutes down to 10 seconds.

Designed and helped implement a user testing process that reached 6,000 daily participants.

As feature owner, organized a cross-disciplinary team that could iterate rapidly, tripling delivery frequency and reducing overall development time by 50%.

2013

The Ubi – Web App Designer

Designed the onboarding process, dashboard, and control panel for a ubiquitous computing device.

2012

BSM Wireless – Web Designer

Designed and implemented corporate website that presented key information to clients through clear information architecture and navigation.

2011

York University – Designer

Supported research chair's workshops through print and web design.

Education

Carnegie Mellon University

Master of Human-Computer Interaction ♦ *2013-2014*

York University and Sheridan College (joint program)

Honours Bachelor of Design with Professional Certificate in Digital Design; summa cum laude ♦ *2009-2013*

Skill Highlights

Design Techniques

- *Video sketching, design speed dating, participatory design*
- *Conceptual models and information architecture*
- *Iterative UI design from sketching and wireframing to implementation, low- and high-fidelity prototyping, responsive layouts*
- *Design writing and UI micro-copy*
- *Prototyping and production code – HTML, CSS, JavaScript*

Research Methods

- *Leveraging expertise: cognitive walkthroughs, heuristic evaluation, domain & analogous domain research; competitive analysis*
- *Quantitative research: A/B testing, log analysis, surveys*
- *Qualitative research: contextual inquiry, think-aloud testing*
- *Synthesis: affinity diagramming, flow & sequence modeling, user personas and scenarios*

Product Management

- *End-to-end product ownership in Agile & Lean environments*
- *Articulating requirements, user story mapping and backlog management*
- *Facilitating cross-functional and cross-silo collaboration*
- *Establishing shared design principles, standards, and terminology*