

Marissa Klymkiw

Senior Product + UX Designer + Accessibility Specialist

Formally trained in graphic design and an MBA candidate, with 10+ years of experience across multiple aspects of user-centered design, including design research, information architecture/content strategy, and interaction design. Passion to design products that provide win-win solutions for people and businesses.

PROFESSIONAL EXPERIENCE

University of Southern California, Los Angeles, CA

User Experience Designer | 2019 - present

- Work with product managers, product owners, engineers, project managers, stakeholders, and senior leadership to determine requirements, define and communicate user needs, and translate those needs into intuitive interactions and user interfaces for various USC clients.
- Create user experience deliverables, such as user flows, wireframes, and interactive prototypes, for a broad range of USC applications and campus stakeholders.
- Participates in the selection and hiring process of team members such as user experience designers and content strategists. Coaching and mentoring student workers and contractors in user-centered design and product strategy.
- Contributes to an inclusive design handbook, including comprehensive documentation on web accessibility, for distribution to staff across the university.

SoCalGas, Los Angeles, CA

Senior User Experience Designer | 2018 - 2019

- Key responsibilities included UX/UI design for socialgas.com, My Account, Intranet, email campaigns, and crisis communications. Heuristic and web accessibility audit/evaluations of SoCalGas and third-party applications. Plus, design strategy, including information architecture and interaction design, for merging marketing and account management websites.
- Optimized and enhanced the marketing website's (socialgas.com) design system for the website migration to the Drupal CMS on the cloud, which delivered a better user experience by providing increased user functionality and website up-time.
- Led and managed a team of UX/UI designers on the Ways to Save project. This project integrated a third-party SaaS data visualization interface, which was designed by the in-house UX team, on the My Account portal.
- Analyzed SoCalGas authentication experience by listening to 100+ customer calls, reviewing records from CIS system, and performing primary and secondary research; incorporated findings into new product design, which

PORTFOLIO AND CONTACT

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Los Angeles, CA

EDUCATION

Master of Business Administration

Brandman University, Irvine, CA
Expected graduation October, 2021

B.F.A Graphic Design

Cal Poly Pomona, Pomona, CA
2011

SKILLS

User Research

Heuristic Evaluation, User Interviews, Benchmarking and Competitive Analysis, Usability Testing, Design Thinking

Information Architecture/ Content Strategy

Site Maps, Content Audit, Tree Testing, Card Sorting, Content Modeling, UX Writing

Interaction Design

Rapid Prototyping, Task Flows, Wireframes, Annotating for Web Accessibility, Visual Design

Tools

Adobe Creative Cloud (Photoshop, After Effects, Illustrator, InDesign, XD), InVision, Sketch, Figma, JIRA, Mural, OmniGraffle, Optimal Workshop, Sublime Text, Trello, LucidChart, Visio, Visual Studio Code, Drupal, WordPress, Salesforce

resulted in ~40K less username retrievals and savings of ~\$840K for the SoCalGas Customer Call Center.

User Experience Designer | 2016 - 2018

- Responsible for the vision and implementation of customer friendly, innovative web features and content on SoCalGas.com, AlisoUpdates.com, My Account, Business My Account and the SoCalGas mobile application. The design and content improvements on SoCalGas.com have resulted in a 23% increase in web traffic for 2016.
- Led and managed a team of UX/UI designers on multiple, concurrent and successful My Account portal and marketing website projects.
- Collaborated and coordinated with leads and managers, from engineering and product owner groups, to determine defects and enhancements for quarterly operations and maintenance releases for My Account and Business My Account.

Web Designer | 2013 - 2016

- Led and mentored a team of UX/UI designers on the multi-year My Account Technology (MATRIX) Project. The implementation of responsive web design resulted in a 6% growth of our monthly mobile sessions, an increase from 31% to 37% within 8 months of the project's go-live date.
- Created and collaborated with designers, vendors, analysts and engineers on deliverables including requirements, comps, wireframes, style guides and redlines for the My Account Technology (MATRIX) Project.
- Successful in solving complex design problems with cross-functional teams of business analysts, designers, developers, web editors and researchers for the SoCalGas.com Upgrade and My Account Technology (MATRIX) Projects.
- Continuously enhanced the digital customer experience by utilizing various analytical tools and UX best practices.

Arcadian Home, Chino, CA

Web Designer | 2011 - 2013

- Collaborated with in-house marketing, programming, call center and management on various web and UI designs to constantly improve the shopping cart conversion funnel. Key accomplishments include design and development of UI for Arcadian Home's Project Manager, a critical tool used by our interior design clients, where the interior designer manages their customer's furniture and decor orders.
- Created and developed a strategic branding for custom e-commerce stores for interior design clients, the branding covered multiple channels, including web, email, social media and print.
- Designed, coded and coordinated monthly and weekly email newsletters that were sent to over 18,000 subscribers. Utilized the Aweber and MailChimp email marketing service providers to send out engaging customer newsletters.

CERTIFICATIONS AND TRAINING

Enterprise Design Thinking Co-Creator

IBM

July 2020

UX Certified

NN/g

March 2018

Business Analysis

UC Irvine Extension, Irvine, CA

2018

Design Leadership

Cooper Professional Education

2017

User Experience and Human-Centered Design

Cal State Fullerton, Fullerton, CA

2015