Liliya Bederov

650-503-3703
lilbederov@gmail.com

bederov.com
linkedin.com/in/liliyabederov

SUMMARY:

A Swiss army knife of front-end, I come with a unique set of skills: from fine art to visual UI design to user experience to front-end web development (HTML/CSS, jQuery/Javascript). And, of course, 10+ years of experience of crafting pixel-perfect web experiences.

Always ready for new opportunities and challenges.

Check out my portfolios:
bederov.com, be.net/liliya

EDUCATION:

ACADEMY OF ART UNIVERSITY
San Francisco, California
BFA in Graphic Design,
1997–2002

COLLEGE OF SAN MATEO
San Mateo, California
AA in Commercial Art, 1994–1997

BELARUSIAN NATIONAL TECHNICAL UNIVERSITY (BNTU)
Minsk, Belarus
Computer Science, 1991–1992

KEYWORDS:

Visual designer, UI designer, web designer, Adobe Creative Suite, Photoshop, Illustrator, Fireworks, HTML, HTML5, CSS, LESS, SASS, Bootstrap, Dreamweaver, jQuery, Javascript, Balsamiq, PHP, Acrobat PDF, Flash, InDesign, QuarkXpress, Power Point, Git, SVN, SEO, SugarCRM, CRM, CMS, Joomla, WordPress, Drupal, Google Analytics, Google AdWords, wire frames, prototyping, online marketing, B2B website, landing pages, marketing campaigns, visual design, web design, UI design…

EXPERIENCE:

JAN 2013–JUN 2015

UI/UX DESIGNER
Blue Coat Systems, Sunnyvale, California

As part of an elite engineering team, designed new concepts and UI for the next generation of Blue Coat network security products. Built new interfaces from an idea to wireframes, to visual design and, finally, front-end implementation using HTML5/CSS3 and jQuery.

JAN 2012–NOV 2012

USER INTERFACE DESIGNER
Piazza Technologies, Palo Alto, California

Implemented several user-facing product features, from design mocks to front-end development to collecting user feedback to refinement. Developed task flows and built functional prototypes in HTML, CSS3 and jQuery.

AUG 2011– JAN 2012

SENIOR WEB DESIGNER
Egnyte Inc., Mountain View, California

Led a redesign of the corporate website, including site architecture, wireframes, design and front-end development.

MAY 2005–AUG 2011

SENIOR WEB DESIGNER
SugarCRM Inc., Cupertino, California

Played a key role in building SugarCRM brand for 5 years, both for sugarcrm.com website and its CRM user interface.

- Led several website redesigns, developed design guidelines and website architecture, optimizing for user experience and conversions. Designed and implemented intranets, event websites, landing pages for marketing campaigns, from creative concepts and wireframes to final implementations.

- Designed and built several Sugar UI skins using CSS and PHP. Assisted the enterprise sales by re-branding Sugar UI for high-profile prospects and customers including Google, Apple, eBay and Disney Company.

- Administered a high-profile, multi-language corporate website serving 50K hits a day, including designing new UI features, recommendations on usability, site architecture, writing for the web and SEO. Monitored and reported on campaign ROI and website performance using Google Analytics and marketing automation tools.

JAN 2003–JAN 2004

FREELANCE DESIGNER

Projects included identity, packaging, web design and user interfaces for mobile applications on Brew.

SEP 1999–JAN 2001

USER INTERFACE DESIGNER
Viador Inc., Mountain View, California

- Redesigned existing and developed new product interfaces from gathering requirements to concept drawings to detailed usable product specifications.

- Worked closely with product managers on creating new web applications based on clients' requirements (clients included IBM, HP, Hyundai, Charles Schwab, etc.). Worked with developers on implementing interfaces according to specifications and established visual standards.

- Prepared product demonstrations and customizations; produced presentations for web and print.

SEP 1997–SEP 1999

WEB UI DEVELOPER / PRODUCTION ARTIST
Bold Focus Inc., San Mateo, California

- Built websites from concept to implementation.

- Produced web graphics from vector comp to final HTML code.

- Gained proficiency in designing for web and print, expert knowledge in Web 1.0 website development.