STEFANIA GUEORGUIEVA
UX DESIGNER

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EXPERIENCE

Microsoft via Steyer Content | UX Designer
Sept. 2020 - Present

- Support the design and product strategy for Azure Active Directory's 250M active IT administrator users across 4 feature areas ensuring company data security
- Create wireframes, user flows, low-to-high fidelity mocks and interactive prototypes to communicate design decisions with product stakeholders and developers, while partnering with research to run usability studies and cognitive walkthroughs validating the design direction
- Support the creation and testing of design patterns used across 3 separate feature areas and ensure new designs follow WCAG 2.1 accessibility standard and reflow requirements
- Performed a UX consistency audit with the Identity design team on the 25 most visited pages that receive 85% of user traffic to ensure the use of the latest design patterns
- Plan monthly design-focused speaker and workshop series providing learning opportunities to design better products between business, engineering and design with average attendance of 60-100 people

UW Medicine Sports Institute | Graduate Product Designer
Jan. 2020 - Feb 2021

- Drove design of hospital supported fitness app aimed at facilitating exercise for sedentary individuals while delivering physician feedback and support
- Partnered with physicians & business to drive designs by understanding patient needs, determined design requirements and user flows, created a design system and iterating on low-to-high fidelity prototypes and mockups
- Collaborated with developers to launch an app beta version that is currently undergoing a 3 month usability study with 30 patients

Wink-Kel | Web Design Intern
Jun. - Dec. 2019

- Collaborated with lead stakeholder and designer to redesign the Win-Kel website, assess website performance and drive product downloads
- Identified customer motivations and pain points through the use of web analytics data, interviews and a cognitive walkthrough
- Utilized UI design system to deliver a new site map, user flows and tested designs through a high-fidelity prototype
- Produced user-interface specifications and delivered final mock-ups for development

Kloa | UX Research Intern
Jul. - Aug. 2019

- Delivered formative research findings, design requirements and user flows for novel mobile messaging platform aimed at simplifying content sharing
- Consulted with stakeholders to define business goals and led the effort to understand user needs through the use of contextual inquiry, interviews, surveys and competitive analysis
- Generated new research plan that would better align with user needs and business goals

EDUCATION

University of Washington
MS. Human Centered Design & Engineering
June 2020

Santa Clara University
BA. Fine Art & BA. German, minor in International Business
Magna Cum Laude, 2017

SKILLS

Research
Interview • Heuristic Evaluation
Survey • Competitive Analysis
Usability Study • Data Analysis
AB Testing • Contextual Inquiry

Design
User Flow • Journey Mapping
Storyboarding • Wireframing
VUI • Information Architecture
UI Design • Rapid Prototyping

Tools
Adobe Creative Suite • Sketch
Framer • Figma • Principle
Zeplin • Arduino • InVision
UserTesting.com • HTML/CSS

LEADERSHIP
Board member of HCDE Alumni Leadership Board

Vice President of the UW HCDE

PUBLICATIONS
"Designing a Digital Container for Mindfulness", Designing Interactive Systems Conference, 2020