Sergey Kuznetsov

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§ Objective

Director of User Experience, Product Management

§ Summary

I am a User Experience designer and Product Manager specializing in creation of goal driven, user-centric, effective interfaces. I collect requirements, envision solutions and drive them through to completion. My particular interests include usability, UI design, data visualization and information architecture.

I get inspiration from Edward Tufte, Alan Cooper, Bret Victor and others, but have my own opinion and will argumentatively defend it. I avoid marketing bias based on subjective opinions, but strongly believe in empowering end users, giving them tools to be more effective and make rational informed decisions.

§ Specialties

– Product vision, roadmap and execution;
– User experience design & optimization, information architecture, interface design (specialty: complex professional interfaces);
– Data: data visualization and analysis with Tableau BI platform; data mining with Netezza, MySQL;
– Agile project management, workflow optimization, team leader, self-starter, quick learner;
– Graphic design (expert in Adobe Photoshop, Adobe Illustrator), wireframing (expert in Microsoft Visio, fluent with Adobe Fireworks, Axure, Omnigraffle), prototyping;
– Development: JavaScript, jQuery, CSS, HTML 5, PHP, MySQL;

§ Experience

Specific Media August 2008 — present
www.specificmedia.com

Director of User Experience, Product Manager, Product team
   Responsible for driving project vision, roadmap, design and development of new ad products and features; support and lead UX and UI for the core Ad Server; work with Business teams on improving efficiency of ad operations to support rapid business growth. Helped save over $1M a year across all international operations teams.
   Continue to manage and grow Specific Media's analytics offerings through visualizing insights of massive collected data. Train internal experts to help bring power of rapid analytics to Ad Operations, Business Analytics, Media Buying and other teams.
   Continue to lead R&D actively researching new methodologies, exploring new targeting, attribution, new ad formats, work with Ad Operations and Sales on new product offerings.
Lead Engineer, R&D
   As a part of R&D team worked directly with Chief Scientist and CEO on research and data mining projects analyzing and presenting insights from billions of data points collected from the ad server. Collaborated and brainstormed new optimization methods, evaluated new data streams from data providers.
   Led design and development of integrated analytics portal, to offer market analysis and insights into campaigns to largest Advertisers. Lead evaluations, platform selection and implementation of Tableau Rapid Business Intelligence platform.
   Designed and led development of SM survey project to support data collection and analysis of Ad Network users.
Sr. UI Designer/Information Architect, Lead Engineer, Business Interfaces
   Led user experience design of all of the Specific Media products, including Rules Workbench engine (Flex), Web Analytics portal, and entire core Ad Server. Gathered requirements from the operations team, created user personas, scenarios and use cases, outlined wireframes and sketched ideas and created design mocks. Managed an international development team implementing product. Gained extensive experience with online advertising.

VPI.Net July 2002 — July 2008

While at VPI I designed web sites and web applications, coded, programmed, project managed (for small shops and Fortune 500 companies), wireframed, architected large scale and small projects, brainstormed new ideas and critiqued others, created mockups, recommend solutions, organized and managed departments, managed production, collaborated with the team and clients, consulted, interviewed people, led meetings and boot camps, documented, set coding standards and design guidelines, worked overtime, got promotions, paid attention to details and envisioned the big picture and just enjoyed working in high paced environment of creative studio VPI.Net. Together with the company I grew from web programmer in a team of 12, to designer, to sr. web developer, then Production Director, then Sr. Director of Product Development in the company of 50. Over years I organized and managed Programming, Flash, and IA departments.

Sr. Director of Product Development January 2006 — July 2008

Responsibilities: UX-design, system architecture, project management; strategy/brand development; team and project management; complex UI development with specialty in interfaces for everyday use; establishing company's coding and usability standards.

I've architected and led development of large web applications: CMS and Blog for Dilbert.com, blogging community for over 300,000 users and 100,000 blogs for AOL RED Blogs, complete Dr. Phil Content Management solution, government request management system GovPopulous, workflow management system for Code Enforcement Division City of Lake Forest, project managed various initiatives for Telepictures (tmz.com, momlogic.com, hardlynews.com), played key role in development of multiplayer world for Minyanland.com, and a lot more.

Production Director June 2004 — January 2006

Responsibilities: Production and task management within the company, project management for various clients including CBS Paramount, AOL, HBO, Hilary Duff, City Of Lake Forest and many others; management of Programming Department, training of new employees. Hands on help with design and programming.

Senior Web developer/designer June 2004 — January 2006

Responsibilities: design, flash development, front-end programming (HTML/CSS/JavaScript) on projects for high profile clients including AOL, THQ, Warner Brothers, Mary-Kate and Ashley Olsen, Eyeblaster, Cartoon Network, Nickelodeon and others.

Advanced Zone, Inc. September 2001 — March 2002

ASP Programmer, front-end developer, interface designer

Worked with a team of ASP and JavaScript programmers on development of several large scale projects including medical billing and profiling system, e-commerce site for ticket sales. Developed reporting system and user account flow.

American Institutes for Research March 2001 — September 2001

Web developer

Developed internal document management system. Analyzed process and created intranet to help manage and categorize internal flow of proposals, surveys, and other scientific documentation.
Created innovative inline rich-text editor, that predated modern day Javascript rich text editors.

Perm Scientific Instrument Making Company, Russia July 1997 — September 2000

Designer/Web developer

Designed print and packaging materials as a member of in-house design group. Led design and programming (ASP, HTML, CSS, JavaScript) for the company's corporate web site and intranet.

§ Education and certifications

Masters degree in Applied Mathematics with minor in Computer Science from Perm State University (1994–1999)

Community Art School of Dvorca Lenina, classes of classic drawing, formal design and composition (1999–2000)