

Ron G. Shiri

New York, NY 10035 | [3476032729](tel:3476032729)

ron.g.shiri@gmail.com | <http://rongshiri.com>

EXPERIENCE

Product Designer lead Feb 2022 - Present

Blue Shield of California, NEW YORK, NY

- * Led the UX strategy in an agile environment, driving creativity and innovation to meet strategic goals, directly aligning with Blue Shield of California's mission.
- * Conducted usability studies resulting in a 20% reduction in user errors and a 15% increase in conversion rates, showcasing a strong focus on enhancing user experience.
- * Designed interactive wireframes, UI concepts, and user workflows, ensuring alignment with user expectations, and design trends to multi-channel experience design.
- * Collaborated with product designers and stakeholders, enhancing user satisfaction and engagement in enterprise-level applications, reflecting the collaborative spirit.
- * Implemented UX strategies and human-centered design practices, balancing immediate needs and long-term objectives, in line with the role's focus on product design and discovery.
- * Executed end-to-end design research, translating customer insights into actionable improvements, preparing me for user research and journey mapping.
- * As a hands-on leader, developed UI designs and workflows, enhancing enterprise applications, demonstrating my capability to lead significant design aspects.

Lead UX Research Aug 2021 - Oct 2021

University of Chicago, NEW YORK, NY

- * Enhanced digital experiences based on user insights, achieving a 15% increase in outreach through strategic website revamps with focus on delivering personalized experiences.
- * Expertly designed user flows, wireframes, and high-fidelity mockups in Figma, integrating usability testing feedback to iteratively refine designs, showcasing skills crucial for Companies product design needs.
- * Led extensive user research, including surveys, interviews, and affinity mapping, Design reviews, using analytics tools to significantly contribute to the development of a successful MVP website, relevant to qualitative user research and journey mapping.
- * Collaborated with cross-functional teams in design and content strategy, ensuring cohesive user experiences and effective brainstorming sessions, reflecting the collaborative and user-centered approach.

UX Designer Mar 2019 - Present
Freelance, NEW YORK, NY

* Led customer-facing design projects and managed product development, creating comprehensive design systems that enhanced cross-team collaboration by 40% and ensured design consistency, aligning with Client's focus on cohesive user experiences.

* Instrumental in coordinating international production schedules, demonstrating my capability to handle large-scale, complex projects, relevant to Client's global outreach.

* Developed cohesive design systems, presentation boards, and technical packages, showcasing skills in creating detailed, user-focused design documentation.

* Utilized a blend of critical thinking and problem-solving in UI/UX, content strategy, and interaction design. My proficiency in visual design, prototyping, wireframing, usability testing, data analysis, and brand development aligns with the multifaceted responsibilities.

EDUCATION

Bachelor of Science (B.S.) in Management Jul 2017
Eastern Mediterranean University, Cyprus

SKILLS

Expert in: Figma, Adobe Creative Suite, Mobile-first responsive web design, iOS/Material Design patterns, UX research and user-centered design

LICENSES & CERTIFICATIONS

Professional Scrum Product Owner 2024
Scrum.org

Certification in User Experience (UX) Design Immersive Program 2021
General Assembly, New York