

Elizaveta Butsenevskaya

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A critical thinker with experience in UX/UI design, project management, and digital marketing. Looking to take on the most challenging tasks, solve the unsolvable and deliver results.

PROFESSIONAL EXPERIENCE

Boston Microgreens

Sep 2019 – Dec 2019

Lead UX/UI Designer & Marketing Strategist

- Led the team of 6 in developing content strategy and tone of voice for the new brand image and website.
- Collaborated with the design team on redesigning the UX/UI to showcase the new brand image and deliver a better user experience.
- Translated business requirements and consumer research into empathetic user-first strategies.
- Created low-to-high fidelity prototypes and communicated to the client to demonstrate how user-centered design principles impact brand perception.

Dana-Farber Cancer Institute

Jan 2019 – Jun 2019

Client Communications Coop

Boston, MA

- Enhanced UX/UI of the STEM Cell Transplantation website section to deliver a more user-centered experience and led the team in implementing the changes.
- Managed the patient education website and implemented UX/UI changes to redefine the web structure and improve usability.
- Led the team's SEO efforts for priority programs and effectively raised Google rankings for 67% of the pages in the first month.
- Managed and executed multiple projects including social media, digital and print communication collateral creation, events communications planning, and UX/UI optimization.

Xerox Corporation

Jun 2015 – Aug 2015

Channel Marketing Executive

London, United Kingdom

- Supported the deployment of Marketing Automation across Developing Markets Operations, from strategic consultancy and technical build to providing insights and statistical analysis.
- Designed and enhanced UX/UI for multiple global channels such as the main website, partner's portal, email campaigns, and others.
- Designed, built and configured strategic campaigns, communication assets and analytical tools using marketing automation software.
- Supported Partner Net Portal UX/UI redesign (primary partner engagement channel).

EDUCATION

Northeastern University

Jan 2018 – Dec 2019

Master's of Professional Studies in Digital Communication and Media/Multimedia

Boston, MA

University of St Andrews

Sep 2012 – Jun 2016

BSc in Management

St Andrews, Scotland

SKILLS

Technical: HTML, CSS, JavaScript; Adobe Suite, Photoshop, XD; InVision; Sketch; Marketo; HootSuite; WordPress;

Professional: UX/UI Design; SEO; Project Management; Wireframing / Prototyping; Marketing Automation;

Languages: English - Fluent; Russian - Native; Spanish - Basic;

OTHER ACHIEVEMENTS

- Co-founder of Alien Thoughts: Blog for International Students in the US | 2018
- Winner of the Media, Design & Marketing Campaign Challenge (IOT Open Innovation Lab) | 2018
- Finalist of the Next-Gen Games in Physical Spaces Challenge (IOT Open Innovation Lab) | 2018
- President of the Russian Society at the University of St Andrews | 2016