Diana Cheshmedjiev

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Product Designer advocating for venue and planner clients' needs by improving event management and diagramming products. Excellent cross-functional team collaboration, conceptual and problem-solving skills. Ability to be flexible, receive feedback open-mindedly and reiterate designs to achieve and build optimal solutions.

Experience

Senior Product Designer Cvent, Mc Lean, VA   2/23 – Present

Mentor and lead a small team of designers to ideate, streamline user workflows, and bring cohesiveness to our product line

Collaborate with Product Managers and Engineering to lead discovery and advance the product vision for Cvent Event Diagramming and integration opportunities.

Product Designer II Cvent, Mc Lean, VA   2/22 – 1/22

Created workflows, sketches, wireframes, and prototypes to solve planner's pain points for event registration and diagramming.

Collaborated with SDET for accessibility testing of the registration VPAT and provided UX recommendations resulting in the resolution of over 20 issues, ensuring a seamless and accessible user experience for event registrants.

Product Designer I Cvent, Mc Lean, VA   8/21 – 01/22

Designed a fast way for planners to add sponsors to their event websites

Collaborated with content designers, user researchers, product managers, and developers to improve usability and functionality of the Budget, Registration, emails and Site Designer features. Lead the gathering of insights from the usability testing.

Senior Designer Art Display Co., Capitol Heights, MD   6/03 – 07/21

Competitive analysis, information architecture, sketches, wireframes, prototypes, and mockups for responsive site, collaborating with a developer on website redesign – resulting in improved user experience and ~20% increase in site traffic

Increased revenue from new customers with case study content writing for the web and company brochure

Researched and analyzed current Building and Fire Codes in the DMV area to develop Stair Egress Signage Guide, resulting in increased confidence, speed, and accuracy for the 6-people design team

Education

Deque University
Certificate, Accessibility Compliance for UX   12/22

NN/g courses
Mobile User Experience   •   Application Design for Web and Desktop
Information Architecture   •   Designing Complex Apps for Specialized Domains

CareerFoundry
User Experience Design Program, Specialization: UI for UX Designers

American University in Bulgaria
BA Business Administration, BA Computer Science

Skills

UX DESIGN

Strategic Design
User Flows & Workflows
High-Fidelity Prototyping
Interaction Design
Accessibility
Usability Testing
User Research
User Interviews
User Personas
Journey Maps
Human Centered Design
Information Architecture
Sketching & Wireframing
A/B Testing
Visual & UI Design
Design Systems

TOOLS/SOFTWARE

Figma
Pendo
Jira
Confluence
Photoshop
Illustrator
UserZoom
Marvel
OptimalSort

CODING

HTML
CSS
JavaScript/JS