Inga + Wisniewski

Web Site + **Contact Info**

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- Digital Strategy
- User Research
- Design Thinking
- User Centered Design
- Team Building
- Talent Nurturing
- Vendor Superviosion
- UX Champion
- Creative Leadership
- Project Management
- Agile Methodologies
- Client Presentations

Professional Experience

Associate Director of UX Research and Designe, Wolters Kluwer, MA (12.2020 - Present)

- Drive product innovation through customer research and business strategy
- Define customer research programs according to market and customer segments
- Lead and mentor a team of UX practitioners to bring force innovation and product improvements through data and user insights
- Run customer workshops to determine unmet needs and areas of improvement
- Lead Design Thinking sessions with a cross-functional teams to ensure user research-driven design output
- Implement user validation processes for all newly designed product features to ensure the seamless user experience
- Collaborate with international stakeholders to provide the best product offerings, regional suitability and market channels
- Provide user research programs to support go-to-market strategies for marketing teams

Principal UX Researcher, Insulet Corporation, Acton, MA (07.2018 - 12.2019)

- Championed and evangelized role of the UX discipline within the organization
- Lead and directed a small, highly capable embedded team of UX Researchers
- Created and run Usability studies with patients, caregivers, and physicians
- Collaborated with product marketing on creating Global Usability Program in Europe
- Facilitated research and design workshops to gain consensus and inform future design
- Educated on best practices for collecting and analyzing data through a variety of methods, from surveys to interviews to observation
- Oversaw existing practices, from participant recruiting to maintaining the knowledge base
- Recruited, nurtured and retained best-in-class talent
- Built strong partnerships across disciplines, such as Product, Engineering, and Marketing

User Experience Lead, Cell Signaling Technology, Danvers, MA (01.2017 - 07.2018)

- Worked across CST divisions to evangelize User Centered Design
- Established, led, mentored and grew a team of three UX designers and researchers
- Drove international user research initiatives in Asia and Europe for CST Global
- Created a vision for end-to-end user experience across all CST cross-company initiatives
- Regularly updated global stakeholders on progress and adjustments to UX strategy
- Actively engaged with all digital program roadmaps to align priorities for the UX team
- Guided, mentored and shared expertise with UX, Visual Design, and Digital teams
- Stayed current with industry trends, educated digital community on new design patterns
- Recruited and developed an interactive design, user research, and visual design talent
- Planned and created UX design and research deliverables within company strategy

Summary

Research-driven hands-on user experience leader with extensive experience translating complex ideas into accessible actionable, easy to build solutions.

The charismatic leader with track record of team building, mentoring and support. Proven ability delivering visions of new products resulting in positive user experience and measurable outcomes.
UX Champion and enthusiast with an experience communicating the importance of User-Centered Design and Research program throughout the organization.

Skills

Team building
Mentorship
Organizational Leadership
Strategic Innovation

UX Research & Design
Contextual Inquiry
Storyboarding
Usability Testing
Heuristic Evaluation
Field Studies
Persona Creation
UI design and Prototyping

Technical
Sketch
InVision
Adobe Creative Suite
Baslsamiq

Art and Design
Info-graphics
Typography
Logo & Icon design
Illustration

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Senior User Experience Designer, Medullan Inc., Cambridge, MA (04.2016 - 12.2016)

- Successfully planned and led UX Research and Design programs
- Formulated User Experience and Product Strategies to achieve top user engagement
- Planned and executed qualitative and quantitative user research
- Coached and mentored junior UX team members
- Created client based UX solutions for Digital Strategy proposals
- Collaborated with cross-functional teams on iproject validation using Design Thinking, rapid prototyping, and usability testing
- Created and facilitated formative and summative UX research studies

User Experience Designer, NaviNet Inc., Boston, MA (06.2013 - 03.2016)

- Developed multimedia UX solutions for users within the healthcare space
- Conducted formative UX research and drove the development of application from conception to implementation
- Continuously collaborated with multidisciplinary teams: development, marketing, and product management
- Translated product strategy into design concepts meeting user goals, business objectives, and brand standards
- Led cross-functional, collaborative "design studio" sessions to conceptualize and ideate on new products
- Created engaging deliverables; storyboards, journey maps, infographics and task flows

Data Visualization Consultant, (contract), IQSS, Harvard University, Cambridge, MA (08.2014 - 06.2016)

- Advised on the best practices of data visualization
- Created multiple stories with data-driven scientific information
- Using data visualization techniques, conveyed compelling messages to the viewer.
- Created descriptive and engaging infogrpaphics

UI/Visual Designer, Ascend Learning, Burlington, MA (04.2012 - 06.2013)

- Defined visual look and feel and created a visual identity for an innovative suite of products in the e-Learning field
- Improved "sketch to code" design process by involving Voice of the User into daily proceedings
- Efficiently collaborated with stakeholders, developers, and product managers to translate user requirements into functional designs
- Conducted user testing, and persona validation research
- Created user surveys, market research reports, and HTML/CSS mock-ups

Lead Visual Designer, Assembly Guidance Inc, Chelmsford, MA (05.2006 - 04.2012)

- Aligned strategy with visual communication to create the company's identity
- Developed company branding and visual style guide elements
- Created banners, posters and other collateral for international exhibits and tradeshows
- Researched new concepts and availability of large-scale trade show equipment

Visual Designer, Houghton Mifflin, Boston, MA (09.2010 - 11.2012)

- Delivered a creative approach to data visualization
- Supported an executive management team with presentation graphics
- Conceptualized best ways to graphically present sales strategy to Fortune 500 clients

Education

Bentley University, *Waltham, MA*
Masters in Human Factors in Information Design, 2017

Human Factors International,
Fairfield, IA - Boston, MA
Usability Analyst Certification (CUA)
2012

Massachusetts College of Art and Design*, Boston, MA,*
Graphic Design Certificate Program, May 2009

Suffolk University, *Boston, MA,*
MBA in Finance and Entrepreneurialism, 2003

Moscow University, Institute of Oriental Studies, *Moscow, Russia, B.A. in Oriental Studies, Economics and Chinese Language, 1999*

College of the Arts, *Moscow, Russia, B.F.A. in Painting and Art Education, 1991*

Languages

Russian Native
Hebrew
Chinese Mandarin