**DIANA BLOOM**

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UX Specialist | SF Bay Area

SUMMARY

UX specialist focused on user-centered design for enterprise / B2B. Background in e-commerce and fintech. Driven to understand users, tackle challenging problems and improve business software experiences. Comfortable working with cross-functional agile teams and independently. Currently seeking opportunities in UX design and research.

UX SKILLS

Interaction design/4yr ~ User flows / journey mapping/4yr ~ Wireframing/4yr ~

Rapid prototyping/4yr ~ Information architecture/3yr ~ User research / usability testing/3yr ~ Visual design/2yr

SOFTWARE

Sketch/4yr ~ Invision/4yr ~ Jira/Confluence/4yr ~ Adobe CS/1yr ~ Principle/Zeplin/1yr ~ Axure / Omnigraffle/1yr ~ HTML/CSS/1yr

EXPERIENCE

**UX/CX Consultant (Self Employed)**

Burlingame, CA / May 2019 – Present

UX and marketing consulting for small businesses and startups.

**Interaction Designer @ Symphony Communications**

Palo Alto, CA / May 2015 - Feb 2019

Delivered designs for multiple shipped features used by technical (IT/admin/compliance) and non-technical end-users in JP Morgan, Goldman Sachs, Morgan Stanley, and other financial institutions, consistently meeting or exceeding usability standards established by the company.

* Lead UX designer for a large-scale project (Data Loss Prevention) which was released in 2018.
* Responsible for end-to-end design activities for several end-user facing projects, including strategy, UX deliverables, user research and testing, and final visual designs.
* Delivered multiple UX designs for Admin/Compliance portal projects. Delivered end-to-end designs for updates to an internal Support Portal used by technical support staff.
* Partnered with research team to lead internal and external user testing sessions, wrote test scripts and ran testing sessions on UserTesting.com. Participated in persona development, user research, and contextual inquiry.

**Interaction Designer @ ZenPurchase (acquired by Coupa)**

San Francisco, CA / Oct, 2014

Two-week design sprint for a **General Assembly** client project. Part of a two-person team that delivered designs to improve the onboarding and deal setup flow for an e-Procurement provider.

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**Marketing Manager @ Vendio Services/11 Main (an Alibaba Company)**

San Mateo, CA / Feb, 2012 - Apr, 2014

Transitioned to marketing to help drive lead acquisition and conversion initiatives.

* Managed all aspects of Marketo / Mail Chimp email marketing, including design, marketing and content strategy, and operations. Established the company’s first drip campaign for new leads, ultimately improving ARPU by 25%. Sent over 1mm emails to SMBs across multiple campaigns.
* Optimized PPC landing pages and search marketing bidding strategy to focus on conversion.
* Generated and edited content for white papers, website, and email.

**Manager/Director, Customer Operations @ Vendio Services**

San Mateo, CA / Feb, 1999 – Feb, 2012

From the start of the company, built the customer service and billing departments from the ground up independently and on a lean budget. Enabled rapid customer gains with modest personnel costs.

* Led a team of up to 17 local and remote service / billing reps and account managers supporting over 100,000 SMB customers on three separate platforms.
* Implemented 2 ticketing systems (Kana / RightNow), improving team efficiency and customer satisfaction rates. Implemented live chat system. Wrote hundreds of help articles.
* Provided training, support, and feedback to the Sales team to improve sales processes and onboarding success.
* UX/CX: Provided qualitative and quantitative customer data on a weekly basis to product and development teams. Synthesized customer feedback and partnered with product teams to resolve issues within the product. Partnered with product and marketing to improve onboarding flows.

EDUCATION

SNHU / **Business/Information Systems**

Online / (Graduate in 2020)

UC Santa Cruz Extension / **Visual Design for the Interactive Web**

Santa Clara, CA / Summer 2018

LUMA Institute / **UX Practices Workshop (3 Day)**

San Francisco, CA / 2016

General Assembly / **UX Design Immersive (10 Week)**

San Francisco, CA / 2014

College of San Mateo / **Business/Digital Media Courses**

San Mateo, CA / 2004 – 2016

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