

DARIA ERSHOVA.

+1 604-355-0448
daria.ershova@gmail.com
dariaershova.com

I am a passionate **UX and Interaction designer** that strives to create products crafted to enhance human experiences. Coming from a multicultural background with a strong interest in the world around us, I take my creativity from the spaces that surround me and from the cities that I travel to. I welcome both change and challenge, and I take great responsibility in my work.

SKILLS

Creative

User Experience
Interface Design
Interaction Design
UX Strategy
Visual Communication

Research

Interaction Design Methods
Design Research
Usability Testing
Personas & Use Cases
Journey Frameworks

Technical

Wireframing & Prototyping
Sketching & Storyboarding
Videography
Adobe Creative Suite
HTML/CSS

EDUCATION

Simon Fraser University

2013-2016

BA, joint major

Interactive Arts + Technologies
Distinction in Design

Communication
Distinction in Media and Culture

Saint Petersburg State University

2002-2008

BA in Liberal Arts and Sciences
Major in Literature
Honours degree

MA in Structural Linguistics
Honours degree

WORK EXPERIENCE

SAP, Vancouver, B.C., Canada

SAP Jam Collaboration Team
05/2017 - 12/2017

UX Design Intern

Led various tasks including usability testing, product design kickoffs, building low to high fidelity mock-ups, and redesigning features to satisfy customers' needs and requirements;

Worked closely with product managers and developers to create various design solutions, prototypes, and high fidelity mock ups for new features for SAP Jam (web + mobile);

Efficiently communicated the rationale for design approach with stakeholders that helped to translate concepts, ideas, and visions into functional design;

Created, led, and facilitated usability testing sessions for new features for SAP Jam (web + mobile) that helped inform and validate design decisions.

SAP, Waterloo, Ontario, Canada

Emerging Technologies | IoT & Customer Innovation
01/2016 - 08/2016

Interaction Design Intern

Led the development of low-fidelity wireframes for Smart Inventory Demo (joint SAP-Intel collaboration) that then served as a basis for design of the application;

Created high-fidelity designs and implemented stakeholders' feedback for Smart Inventory Demo following tight schedule;

Successfully conceptualized and led the design process of an accompanying Store Emulator Application to help sales assistants showcase Smart Inventory Demo to potential clients;

Efficiently led the integration testing between Smart Inventory Demo and Store Emulator Application which included developing test scripts and flow documents.

St. Petersburg Call Centre, Saint Petersburg, Russia

Project Team
05/2010 - 11/2012

Project Manager

Planned, executed, and supervised projects including direct marketing campaigns, quality control surveys, and toll free lines for companies ranging from airlines to charities;

Regularly collected and analyzed marketing data that facilitated content revision and encouraged dynamic updating of the existing scripts.

Restec Exhibition Company, Saint Petersburg, Russia

Travel Exhibition Department
09/2008 - 02/2010

Product Marketing Manager

Successfully produced multi media content, print and digital assets for tourism fairs and exhibitions;

Planned and organized marketing campaigns for a number of annual tourism fairs and exhibitions which made the events successful;

Executed, supervised and directed interactive promotional events for tourism and travel fairs to create a pool of loyal and active customers.