

Aygyun Gyul

/Eye-goon Gool/

User Experience Design + Strategy

I leverage my expertise as a highly-skilled Senior UX Designer to deliver transformative user experiences and products. Through collaborative workshops, research, prototyping, and testing, I drive clarity in requirements and create intuitive and accessible designs that align with organizational and users' goals.

RELEVANT EXPERIENCE

Senior Experience Designer / *Salesforce*

August 2021 - present, remote

I currently lead a User-Centered Design track for a Salesforce-powered staff-facing application in a large public sector organization. In this role, I have successfully delivered designs for 16 major sets of functionality, contributing to the team's achievement of a perfect CPARS rating.

- Facilitating discovery and requirements gathering sessions, ensuring a comprehensive understanding of user needs.
- Synthesizing discovery data and developing user and process flows to capture essential steps needed for efficient task completion in the application.
- Creating wireframes and prototypes to visualize and validate user flows and requirements, facilitating effective design iterations.
- Conducting usability studies, analyzing findings, and presenting actionable insights to stakeholders.
- Mentoring junior designers.

Senior Experience Designer / *Publicis Sapient*

April 2019 - August 2021, Arlington, VA

Advised clients in healthcare and banking industries on all aspects of user experience design and strategy.

aygyungyul.com

aygyun.gyul@gmail.com

(551) 556-9841

SKILLS

Content strategy
Experience strategy
Information architecture
Interaction design
Product design
Prototyping
Responsive design
Usability testing
UX research
Web accessibility
Workshop facilitation
Wireframing

TOOLS

Adobe Analytics
Agile Accelerator
Axure
Crazy Egg
Figma
HTML
InVision
Jira
Lucidchart
Miro
Mural
OmniGraffle
Optimal Workshop
Sketch
Slack
UserTesting

- Conducted quantitative and qualitative user research and usability testing to gather insights and inform design decisions.
- Codeveloped product strategies for personalization, e-commerce, web video, and online community building, driving engagement and user satisfaction.
- Designed wireframes, storyboards, user flows and presented design approach and rationale to teams and clients, ensuring alignment and clear communication.
- Led content strategy and information architecture efforts, enhancing the overall user experience.
- Collaborated with visual designers and engineers, providing necessary support for seamless design implementation.

Information Architect / *Publicis Sapient*

November 2016 - March 2019, Arlington, VA

Supported multiple large-scale projects for public safety and telecommunications companies.

- Created various UX artifacts and deliverables, such as personas, journeys, user flows, sitemaps, wireframes, prototypes, and usability testing plans.
- Conducted usability testing to gather valuable user feedback and refine designs.
- Ensured 508 compliance and provided detailed design annotations, promoting accessibility in all aspects of the development process.

EDUCATION

MS in Information Design & Strategy / *Northwestern University*

December 2021, Remote

User Experience Design Immersive / *General Assembly*

August 2016, Washington, D.C.

BA in Art & Museum Studies / *National Institute of Fine Arts and Design*

June 2004, Tashkent, Uzbekistan

CERTIFICATIONS

Strategy Designer / *Salesforce*

Credential ID 2906384

User Experience Designer / *Salesforce*

Credential ID 22767134

SAFe 5 Agilist/ *Scaled Agile, Inc.*

Credential ID
35794349-8051

COMMUNITY

Pro-bono Designer / *Inspiring Teachers*

2022, Remote

Executive Committee Member/ *World IA Day D.C.*

2018, Washington, D.C.