

# mari.y.a!

## Experience Designer

My focus is on ideating and crafting human-centered, visually engaging, accessible, and inclusive digital products.

## SKILLS

### Tools

Adobe XD  
Figma  
Sketch  
Overflow  
Invision  
Abstract  
Maze  
Photoshop  
Illustrator  
CSS / HTML

### UX Methods

Wireframing  
Prototyping  
Visual Design  
Design Systems  
Agile/Scrum  
Design Thinking  
User Stories  
A/B Testing  
Usability Testing  
Accessibility Analysis

Mariya Parusheva ····· [www.itsmariya.com](http://www.itsmariya.com) ····· hi@itsmariya.com

## EXPERIENCE

### Partner | Brand & Product Designer

Lucha Libre Restaurant Group, San Diego, CA | Jan 2022 - present

- Developed a new sister brand within the restaurant group to meet customer demand, which resulted in revenue increase of 20% within the first year
- Driving in-depth research and analysis of customer needs, pain points, and preferences to inform service design strategies and improvements
- Optimizing web experiences by revamping information architecture and creating responsive web designs, leading to online sales increase by 26%
- Developing and implementing service processes and documentation to ensure consistency and quality across all restaurants within the group

### Senior User Experience Designer

ICON/PRA Health Sciences, San Diego, CA | Jul 2017 - Jan 2022

- Collaborated in a cross-functional team to plan, design, and develop from scratch a SaaS product for creating and managing clinical trials
- Led all aspect of the core product design including mobile apps for iOS and Android, responsive web apps, and a cloud based CMS
- Modernized the company brand by initiating, creating, managing, and enforcing a design system which also improved the product consistency, and the productivity and work efficiency of the teams
- Conducted UX research by testing design solutions with 100+ users using high and low fidelity prototypes and analyzed the data to validate and improve user experience across projects

### UX/UI Designer

Parallel6, San Diego, CA | Jan 2016 - Jul 2017

- Led full redesign of admin and configurator experiences for a cloud based platform, increasing user acquisition by 80%
- Executed all design stages of projects from ideating to creating wireframes, visual styles, and prototypes to final hand-off of assets to engineering team
- Promoted within 3 months due to strong performance and ability to work autonomously while also collaborating with others
- Increased product ease of use by 60% by introducing an interactive onboarding experience and video tutorials page

## EDUCATION

### B.A. in Applied Arts and Sciences: Emphasis in Multimedia

San Diego State University, CA | Class of 2014

### A.A. in Applied Arts: Emphasis in Interior Design

University of Forestry and Design, Bulgaria | Class of 2008