GALINA PASTERNAK

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SUMMARY

- Over 14 years overall experience in software development industry.
- Extensive experience in website and web application front-end design and development, user-centered design, user interface graphical layout, typography and presentation.
- Full project lifecycle experience including gathering and validating requirements, prototyping, coding, testing, implementation, updating and maintenance.
- Expert with bitmap and vector graphics, hand-coded HTML/XHTML, XSL/XML, DHTML/CSS, proficient with JavaScript and Flash.
- Portfolio available at www.keencat.com.

SKILLS

Languages: HTML/XHTML, DHTML/CSS, JavaScript, XSL/XML
Tools: Photoshop, Illustrator, Flash, Dreamweaver, Premiere, Vignette 6/7, WordPress, Communiqué, Movable Type™, Visio

WORK EXPERIENCE

CX Senior Producer   *January 2009 to May 2012*
Wells Fargo, San Francisco, CA, www.wellsfargo.com

- Designed banners, tiles, landing pages, and emails to support various marketing campaigns.
- Acted as a designer and/or a front-end developer for projects involving custom landing pages and emails.
- Supported efficient production workflow by providing fast turn-around and communicating with other parties involved.
- Remained flexible and adaptable so that high quality work and service is consistently delivered to our Marketing partners.

Senior Web Designer   *October 2006 to January 2009*
Wachovia, San Leandro, CA, www.wachovia.com

- Designed banners (both static and Flash), tiles, landing pages, and emails to support various marketing campaigns. Acted as a designer and/or a front-end developer for projects involving custom landing pages and emails.
- Designed creatives and developed HTML prototypes for multiple online application projects.
- Served as a designer and a front-end developer on 5 redesign projects (Savings, Checking, Mortgage, Home Equity, and Retirement Planning) and 4 pilot initiatives (Optimost multi-variant test, Iron Workers micro site, corporate blog, and Wachovia Mobile SMS).
- During merger of World Savings and Wachovia, re-coded World Savings public web site to prepare it for migration into Vignette 6 environment. Acted as a project lead in the actual site migration and following shutdown processes.
- Worked with an interdisciplinary team to ensure best user experience for Wachovia online customers.
- Organized multiple team building events.

Senior Web Designer   *February 2005 to October 2006*
World Savings, San Leandro, CA, www.worldsavings.com

- Designed, prototyped, developed and maintained different sections of public web site and online banking applications in compliance with company style guide and web design best practices.
- Worked with an interdisciplinary team to redesign corporate home page for World Savings, to develop new web site for Home Loan Experts division, and to migrate World Savings public web site onto Communiqué, content management system by Day Software Holding AG.

- Successfully led design projects through various stages such as gathering requirements, providing time estimates, allocating resources, designing and prototyping pages, making revisions, and getting approvals.
- Worked closely with project and product managers, content writers, information architects and usability engineers to ensure project quality and effectiveness as well as meeting of schedules.
- Enhanced process by implementing effectively coded prototypes that significantly improved projects' turn-around and shortened development time.
- Initiated use of latest cutting edge DHTML/CSS techniques.

Freelance Web/Graphic Designer and Developer, www.keencat.com   *August 2001 to present*

- Designed and developed effective websites for various clients (please refer to online portfolio for examples).
- Designed logos, business cards, flyers, brochures, booklets, etc.
- Designed and developed e-mail newsletters and promotional banners to advertise clients' products.

Senior UI Designer/Developer   *July 2000 to September 2004*
Opt4 Derivatives, Inc., Berkeley, CA, www.opt4.com

- Designed, prototyped, developed, maintained, and updated GUI front-end of an Opt4 web-deployed trading platform using XSL/XML, HTML/XHTML, DHTML/CSS and JavaScript.
- Gathered and validated requirements from marketing and project management departments, translated requirements into user flow diagrams, wire frames, and prototypes to ensure quality, ease of use and compliance with UI standards of the end product.
- Designed and implemented Opt4 platform's front-end, so the platform interface could be easily customized based on specific client's requirements.
- Worked closely with back-end development team to assure smooth and bug-free synchronization of front-end and back-end of the application.
- Designed, developed and maintained company web site.
- Produced multiple design iterations against tight deadlines.
- Designed and developed multiple product demos to effectively demonstrate current and possible future functionality of Opt4 solution.
- Performed leading role in two rounds of company re-branding effectively communicating company message through visualization.
- Produced various marketing materials such as Power Point presentations, Flash presentations, business cards, stationary, flyers, conference displays, etc.
- Created numerous custom graphics to use on web sites and in printed materials.
- Interviewed and managed contractors to guarantee clear understanding of requirements, compliance with company UI standards, and meeting of the deadlines.

Senior Web Quality Assurance Engineer   *June 1999 to July 2000*
"OneStop.com", San Ramon, CA

- Created icons and adjusted photo images to be placed on OneStop web sites.
- Performed automated regression test using SilkTest and load test using SilkPerformer.
- Performed black box testing of web sites targeting specific needs of small business owners.
- Set up and supported SilkRadar as company Issue Tracking System.
- Created and implemented test plans using functional specification as a primary source of information about features.

Quality Assurance Engineer   *April 1999 to June 1999*
"Siebel Systems, Inc.", Emeryville, CA, www.siebel.com

- Performed black box testing of Siebel enterprise applications such as "Communications" and "Utilities".
- Performed installation of different application components.
- Completed following Siebel training courses: "Using Siebel 99", "Siebel 99 Server Administration", "Siebel 99 Remote Administration", "Configuring an Application Using Siebel 99 tools", "Applying Siebel Visual Basic and COM Interfaces Concepts".

Quality Assurance Engineer   *July 1997 to April 1999*
"InsWeb Corp.", Redwood City, CA, www.insweb.com

- Performed black box testing of web applications developed to provide quick and accurate insurance quotes.
- Performed database testing of MS SQL Server backend and automated regression test using Silk.
- Created and implemented test plans using functional specification as a primary source of information about features.
- Used Issue Tracking System to enter bugs, updated bug status and generated bug reports.

EDUCATION

Advanced ActionScript for Applications   May 2003
Multimedia Resource Group, Santa Clara, CA, www.multigroup.com

Macromedia Flash MX ActionScript   May 2003
Multimedia Resource Group, Santa Clara, CA, www.multigroup.com

A.A.S. in Computer Graphics   February 2000 to July 2001
Silicon Valley College, Walnut Creek, CA, www.svcollege.com

Computer Science classes   January 1997 to May 1998
Merritt College, Oakland, CA

Certificate in SQA and Visual Basic   December 1996 to June 1997
Adult Educational Options, Santa Clara, CA

References available upon request.