CONTACT

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📍 Berlin, Germany

SKILLS

UX Research

Personas

User journeys

Competitive analysis

Story mapping

Prototyping

Wireframing

Agile / SCRUM

HTML/CSS

TOOLS

Adobe XD

Balsamiq

Figma

InVision

Google Analytics

ZoHo

Hotjar

UsabilityHub

OptimalWorkshop

JIRA

Confluence

LANGUAGES

Russian: native

English: fluent

Latvian: fluent

German: fluent

MAIJA PERFILJEVA

UX Designer with experience in user research, product design, stakeholder management and making data-driven decisions.

WORK EXPERIENCE

UX DESIGN TUTOR / 10.2019 – current
Freelance for CareerFoundry / Berlin, Germany

Coached 8 students in online "UX Designer" course, giving actionable suggestions to improve the quality of submissions and portfolio projects. Consistently achieved CSAT score of 5 (out of 5).

UX DESIGNER & PO / 01.2019 – current
Close2Real GmbH - online cardiology learning platform / Berlin, Germany

In early-stage start-up, defined UX and research strategy. Conducted concept and usability testing, used quantitative data to identify and refine problems and product improvements. Created wireframes, user stories, flows and interactive prototypes to communicate design solutions to stakeholders and development team. Managed product backlog.

Led a remote Scrum team of 5, improving team velocity and achieving go-to-market in 3 months while hitting QA targets.

PRODUCT DESIGNER, EDTECH / 08.2016 – 12.2018
Relias Learning GmbH - online healthcare learning platform / Berlin, Germany

Conducted user research (site visits, interviews, survey and course data) and analysed stakeholder feedback to drive product development, improving product NPS from 30 to 70. Designed e-learning products for the UK and German markets, with focus on accessibility. Created product design system, improving reusability of design assets across UK, DE and US teams.

Led a distributed product team of 4, achieving on-time and under-budget product delivery. Mentored 10 remote junior designers, improving product and team KPIs.

INSTRUCTIONAL DESIGNER, E-LEARNING / 09.2013 – 04.2016
Amazon CS GmbH / Berlin, Germany

Designed e-learning, conducted usability and design tests, improving learner's performance KPIs and product CSAT.

Established e-learning design system for the global Instructional Design team, reducing development time, localization costs and improving reusability of assets. Coached 3 remote instructional designers in e-learning design.

LEARNING & DEVELOPMENT SPECIALIST (summarised) / 2003 – 2013
GE Money Bank, Latvia / Blizzard Entertainment, Ireland

Responsible for training needs analysis, design, facilitation and evaluation of training programs. Achieved reduced time to competency, improved KPIs and increased learner satisfaction scores. Facilitated focus-groups and ideation workshops.

OTHER PROJECTS

#HACKTHECRISIS - SWEDEN / 04.2020
Online hackathon

Top-10 finalist in the category "Saving Communities", presenting a working prototype of the online multilingual news platform, addressing the needs of non-native speakers.

EDUCATION

SCRUM CERTIFIED PRODUCT OWNER / 03.2019
Scrum Alliance

UX DESIGNER / 2018 - 2019
CareerFoundry

MA, ONLINE & DISTANCE LEARNING / 2013 - 2015
Open University