HIRAM BARSKY

Senior UX Designer

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SUMMARY

I'm Hiram Barsky, a seasoned UI/UX Design Lead with over 12 years of experience crafting digital products in diverse B2B and B2C SaaS environments. Specializing in marketplace and advertising platform design, I excel in developing scalable solutions for responsive web applications. Rooted in a strong foundation of web services design, I leverage data-driven insights to drive impactful customer experiences. Committed to mentorship, I collaborate closely with teams to deliver innovative solutions that drive tangible business outcomes.

EXPERIENCE

Senior Lead UX / UI Designer
03/2024 - Present
PNC Remote

- Spearheaded the enhancement of internal portal products by implementing user-centric design solutions, resulting in a 20% increase in user satisfaction ratings.
- Leading cross-functional teams in the development and implementation of UX strategies for DSM, improving accessibility and usability for internal stakeholders.
- Mentored junior designers, providing guidance on design principles, methodologies, and tools to align with the overall design direction and foster professional growth.

Lead Product Designer
01/2024 - 12/2023
Tao Digital Marketing Remote

- Research, Ideate, and Design with a new Startup called Sequel for a diabetic insulin patient portal
- Put together a competitive UX Design Analysis of each section for the patient portal to help understand user needs
- Developed a working Design System based on a branding guide given by the client, and designed Prototypes using Figma for review with the team
- Helped development with UI Design working on CSS, jQuery, and HTML

Senior UX / UI Designer
01/2023 - 09/2023
Bank of America New York City

- Research, Design, and implement user interfaces for online corporate loan banking platforms
- Collaborate closely with cross-functional teams including product managers, developers, and compliance officers to ensure seamless execution of designs and alignment with industry regulations.
- Leveraged Fincorp data analytics to assess user behavior and iterate on design concepts, resulting in a 10% increase in user engagement and by 15% decrease in user error rates.
- Develop and Designed prototypes based on analytics data, and increased user response by 8%

Senior UX / UI Designer
02/2021 - 01/2023
Deloitte New York City

- Developed prototypes for the Minor Platform, DAE, Patient Portal Platform, and Medical Mobile App, increased user response by 20%.
- Delivered end-to-end user experiences through hands-on collaboration with engineers, QA, product managers, designers, marketing, sales, and support staff.
- Helped design Medical CRM platform using Salesforce Lightning Design System
- Personas, information architecture, user flows, experience maps, competitive analysis, and task analysis

EDUCATION

💎 **Art Institute of Philadelphia**
01/1999 - 01/2001
Multimedia / Web Design

SKILLS

User Experience Design

Rapid Prototyping · User Flows ·

High Fidelity Prototype · User Testing= ·

Visual Design · User Research ·

User Interviews · A/B Testing ·

Design Thinking ·

Lightning Design System ·

Material Design System

Design Collaboration Software

Adobe XD · Photoshop · Illustrator ·

Figma · Protopie · Framer · Sketch ·

Balsamiq · Miro · Invision · Jira · Agile ·

Scrum · Trello

ACHIEVEMENTS

🏅 **Certified Usability Analyst Certification**
Human Factors 2016

LANGUAGES

English Native ●●●●●

STRENGTHS

💎 **UX/UI Design**
Over 12 years of experience designing digital products in B2B and B2C SaaS environments.

💎 **Scalable Design Solutions**
Creating scalable design solutions for responsive web applications.

💎 **User Research**
Skilled in conducting user research and utilizing data to drive actionable customer insights.

EXPERIENCE

UX Design Leader
12/2019 - 02/2021

Tata Consultancy Services
Edison, NJ

I worked in the Emerging Technology Group, focusing on cutting-edge FinTech. Our work involves harnessing deep machine learning, predictive analysis, and Artificial Intelligence (AI). My activities included:
- Research and identify new business application opportunities for emerging fincorp tech.
- Create a proof of concepts for new business development pitches.
- Provide UX mentorship for team members
- Lead design discussions for new projects, act as SME on usability design principals.
- Provided design ideas to in-house designers and clients.
- Define interaction patterns and create initial wireframe drafts to act as the foundation for the product.
- Which of your achievements match the job you're applying to?

Senior UX Designer
03/2014 - 10/2019

KPMG
New York, NY

- Gathered user insights through interviews, focus groups, observations, and analytics to form and validate hypotheses around user behaviors, needs, motivations, and mental models.
- Documented and shared artifacts of UX research, including personas, information architecture, user flows, experience maps, competitive analysis, and task analysis documents.
- Designed wireframes, mockups, and interactive prototypes to visualize requirements, collect feedback, and rapidly iterate on UI design concepts ahead of development.
- Developed responsive web layouts, stylesheets, accessible components, and animations using HTML, CSS, SVG, and JavaScript.
- Delivered end-to-end user experiences through hands-on collaboration with engineers, product managers, designers, marketing, sales, and support staff.
- Conceptualized and designed 4 visual identity projects
- Visualized actionable insights and comprehensive dashboards for users to quickly consume complex data.

UI / UX Designer
2013 - 2014

Express Scripts
New Jersey

- Responsible for creating simple and delightful user experiences utilizing principals of user-centered design.
- Working across a range of digital projects from concept to design and development.
- Served as the design lead for the 2013 and 2014 health center team
- Responsibilities include ideation, UX, visual design, and custom user interface.
- Achieved 9 out of 10 in satisfaction evaluations among clients
- Created a working UI model for new integration on the website from Medco to Express-Script.

UI Designer
2013

Grey
New York City

- Responsible for UX and visual design for brand name website: Axiron Website
- Increased revenue by 15%
- Worked on designing custom CMS Structure and Design UI System to incorporate on the working website UI's.

UX / UI Designer
2012

Rodman Media
Ramsey NJ

- UX / UI including design system for multiple website admin sections.
- Working across a range of digital projects from concept to design and development
- Responsible for creating, intuitive, and simplified UI Interfaces for Multiple Client Admin Portals.
- Responsible for all phases of the design process, from user research, interviews, information architecture, wireframes, visual design, and usability testing.
- Established a team of 3 covering every key role on an early stage

UI / UX Designer
2010 - 2013

The Next Media Group
New Jersey

- Created a Design System for AI Branding & Email Templates.
- Designed wireframes, mockups, and interactive prototypes to visualize requirements, collect feedback, and rapidly iterate on UI design concepts ahead of development.
- Working across a range of digital projects from concept to design and development.
- Responsible for creating simplified UI Interfaces for Multiple Client Admin Portals.
- Responsible for all phases of the design process, from user research, interviews, information architecture, wireframes, visual design, and usability testing.
- Designed banners for website and social media at least 5 designs and 25 artworks daily by following the product catalog

STRENGTHS

◈ **Collaborative Team Player**
Dedicated to mentorship and delivering high business impact through innovative design solutions.