GEORGE LEVCHENKO
2001 Goldenrod Lane,
San Ramon, CA 94582

Mobile: 925.216.0226
Email: george@glnet.tv
Website: glnet.tv

SUMMARY

UI/UX Designer with over 15 years of experience designing consumer and enterprise software applications. Creative, organizational, effective, motivated with passion for designing user interfaces. Bring consumer level usability to enterprise level applications.

My experience includes core concept development, prototyping, storyboarding, and web site content development and management. Skilled in Photoshop, Illustrator and other Adobe applications, HTML, CSS, ASP, PHP, and JavaScript. Samples of my work can be seen at glnet.tv.

EXPERIENCE

2016-Present   **Brocade Communications Systems Inc. San Jose, CA**
UI/UX Architect
Designed Brand New GUI for Manageability Products. The new web client is built on the foundation of a powerful design philosophy: Simple. Clean. Consistent. The result of this design philosophy can be summarized in one sentence: "The right information at the right time." The result is the new Web Client that provides a disruptive paradigm shift in terms of User Experience.

- Highly usable User Interface
  - Enhanced views with New Generation Look & Feel
  - Rich, dynamic & customizable Dashboards with highly responsive charts
  - Out of the box Templates and the ability to create and customize a wide range of Widgets and Dashboards
  - Simple workflows to navigate through the product with minimum number of clicks
  - An Investigate view – to analyze and further troubleshoot
  - Historical data and Real Time monitoring for easy troubleshooting (ports, IT & ITL level)
- Flow Collections
  - Create, manage and monitor collections of Flows, Switches, Ports learned from the discovered devices
  - Monitor and present aggregated metrics for a logical group of Flows
  - Set different monitoring thresholds for different group of Flows and alert on violations
- Powerful and customizable Filter systems to pick an exact flow from hundreds of thousands of Flows collected by BNA - for further troubleshooting.
- An intuitive Network Flows view to easily see the Flows learned by BNA, as well as various statistics (such as Latency, Performance, IO exceptions) along with the violations reported by AMP
- A revamped and easy-to-use SAN Inventory view with an ability for single-click drill into each product and its ports, with cohesive access to troubleshooting tools like Performance graphs, detailed properties etc.
- A dynamically updated, searchable Events view with one-click access to the corresponding Fabric/Switch for easy troubleshooting.

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2012-2015   Virtual Instruments Inc. San Jose, CA
Staff UI/UX Designer
Virtual Instruments is the leader in Infrastructure Performance Management for physical, virtual, and cloud computing environments.

- Inherited client application software, which was losing market share. Intimately collaborated with VP Product and key customers to create requirements and design for a web/cloud product as all the product team was working on the legacy product.
- Created a detailed design prototype, which became the PRD for engineers to build the product. This increased productivity by at least 35%.
- Moonlighted closely with VP Product to customize new product prototype in sales demos. This increased sales productivity by 2x that used it to retain and presell customers.
- Designed native tablet and mobile versions of the application for iOS and Android.
- Owned and defined design guidelines and usability standards.
- Designed and prototyped brand new user interface for VW5.0 - next generation of the product.

2007-2012   Yahoo! Inc. Santa Clara, CA
Senior User Interface Designer, Yahoo! Labs
Yahoo! Labs/Research is the central advanced research organization of Yahoo! Inc., a leading global Internet brand and one of the most trafficked Internet destinations worldwide.

- Designed and successfully launched Yahoo! Labs and Yahoo! Sandbox - that allowed outside developers to interact with our research projects. This became the best source of lead for PhD level talent.
- Developed UI from inception for series of machine learning ranking competitions, such as Learn to Rank Challenge, Symantec Search and KDD Cup, with use of unique Yahoo!
- Designed and prototyped numerous Research projects such as AppForge, MapChat, Yootls, Correlator, Guides, Recomovies, Goldrush, Garçon, Clues, Cyclopes, Fresh, InStore, Zync, Haystack, Centvote, Political Search Trends and others. (You can learn more about these projects on labs.yahoo.com and sandbox.yahoo.com)
- Design guru on the team and the go to person for other designers and engineers.

2005-2007   Andale, Inc. Mountain View, CA
User Interface Manager
A SaaS tool startup servicing 1.5 million online merchants around the globe. Analyzed client feedback on product usability, referral statistics and internal data. Recommended and facilitated changes in the current implementation process, working with product management team to accomplish company's goals. Managed a team of web developers and designers in the US and India in the design and implementation of Andale software

- Supplemented Product management by building high fidelity product prototypes, of Andale next generation application. Improved engineering efficiency by at least 30%
- Designed search tool for eBay Bargain hunters and this became the largest source of new merchants to join Andale.
- Improved Andale Sales team productivity by creating guidelines and templates for merchants which in turn reduced sales cycles
- Increased merchant engagement by at least 120% by simplifying navigation for Research tools, Action Tools and Store Tools.
- Designed and managed all sales brochures and collaterals besides the website. Brand integrity was managed across.
- Managed a cross border team of web developers and designers in US and India.

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2003-2005   Encover, Inc. Mountain View, CA
Senior User Interface Designer
Market leader in managing, marketing and selling service contracts on behalf of high technology manufacturers and their channel partners.

- Detailed prototyping of the application negated the use of PRD's and resulted in 45% productivity in the cross border (US/India) development team.
- Designed company brochures, collateral, standards, brand guidelines, and toolkit development.
- Managed and motivated junior designers.

2001-2003   Recommind, Inc. Berkeley, CA
User Interface Manager
Unstructured data management company delivering search powered business application.

- Hi-fidelity design prototypes of features eliminated interpretation by a cross border (US/Germany) and increased productivity substantially.
- Whilst working on current implementation also designed user interface for next generation products in collaboration with founders.
- Collaborated closely with marketing to design company's brand identity, web site, marketing collaterals, package and CD-ROM interface design.

2000-2001   123Signup, Inc. Milpitas, CA
Senior *User Interface Designer*
Leading SaaS membership and event management software company for associations.

- Analyzed client's feedback on product usability, referral statistics and internal data to improve product and increase engagement by 65%.
- Development team was split between US and India and resulted in productivity loss due to PRD interpretations. New design lead process for product development resulted in ~45% of engineering productivity
- Owned all user interface design on the product. Managed junior web designers and developers.
- Created company's brand identity, web site and sales collaterals.

1999-2000   AUDIOHIGHWAY, Inc. Cupertino, CA
Senior Web Designer
One of the largest publicly held online music companies.

- Responsible for creating and maintaining the UI to organize and dispense a 120,000+ track database. Site traffic increased from 300K to 2.5M per month during my tenure.
- Orchestrated development and subsequent maintenance of ecommerce audio store. Complimented this with AudioHighway's huge free downloadable music library.
- Designed company ecommerce web site, massmusic.com, and user interface for email services.

1998-1999   NETWORK ASSOCIATES, Inc. Santa Clara, CA
Graphic / User Interface Designer
Leading provider of network security, help desk and availability technology.

- Designed, coordinated and managed artwork and execute creative concepts for Net Tools projects, including Magic TSD, Network Informant Suite and Net Tools Console.
- Responsible for researching, testing, and developing interface.
- Designed and wrote internal Customer Service web site, coordinating site design flow.

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EDUCATION

1985-1991   MS Degree of Arts
Graphic Design. Fashion Design. History of Arts
Kiev National University of Technology and Design, Ukraine.
Awards: Ukrainian Academy of Fashion Design, Kiev. The Best Young Designer of 1991

ADDITIONAL INFORMATION

- Publications: WYSIWYG Development of Data Driven Web   Applications
- Received award for "Outstanding work in Yahoo! Labs" in   2008
- Patent: US 2009/0132959A1