



SUMMARY

UI/UX Designer with over 20 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, HTML, CSS, ASP, PHP, and JavaScript. Samples of my work can be seen at glnet.tv

EXPERIENCE

2021- Present

NetOp CLD Ltd. Jerusalem, Israel

Senior UI/UX Designer (Contract, remote)

Designed brand new web based NetOp's application that offers end-to-end SaaS solutions to keep critical networks healthy, optimizing network operations for a variety of industries, including MSPs (Managed Service Providers) and distributed enterprises. The key design features of the new NetOp 2.0:

- Statistics component that together with advanced ML algorithms can predict traffic levels for days ahead, giving a user the foresight to identify the need for more bandwidth some hours or days down the line.
- Topology that tracks connectivity between different sites and servers, including across hybrid operations and hybrid cloud deployments. Track access points, switches, routers, firewalls, VPNs, SD-WAN, SASE and VPC for full real-time visibility into every network.
- Configuration settings that let a user to automate new service fabric provision, operations across multiple sites, and raise the bar on cybersecurity, reduce frustration, and limit the risk of errors by automating fabric provision through NetOp.
- To monitor customers' network performance, Network locations and Devices Health, and to step-in before customers reach their bandwidth allocation or use up all their server space, designed a Health Dashboard - Proactive NetOp's Monitoring - that works in sync with powerful Notification component in the browser and the mobile devices.
- Designed NetOp mobile app that includes most of the web-based application features

2016-2021

Broadcom Inc. San Jose, CA

UI/UX Architect (Principal Engineer)

Designed brand new Brocade SANnav Management Portal 2.x. The new web client is built on the foundation of a powerful design philosophy: Simple. Clean. Consistent. Providing the right information at the right time.

- SANnav 2.x has been designed in a way that enables users to troubleshoot from almost anywhere in the platform (dashboards, topology, inventory, and switch/fabric details) via device details and investigation mode, providing the capability of correlating several port metrics across single or multiple ports for easy problem identification. Additional functionalities unique to SANnav include in platform configuration monitoring.
- SANnav 2.x context-based topology allows to select an object in any part of the application and place it as a context filter, building logical or physical topology around it. It offers low-level topology views with unique features like the ability to investigate ports of choice directly from topologies, allowing for filtered device communication path topology views, and quick access to port investigation for troubleshooting purposes.
- SANnav 2.x offers a hand full of system defined dashboards while a new design provides users the ability to create custom dashboards to better fit their monitoring needs. In addition, dashboards support historical data views, investigation directly from widgets, and the ability to monitor and track.
- SANnav 2.x added new KPI and Summary Views to key sections of the application, like Inventory, Events and Zoning. It resulted in improved navigation and filtering mechanism from summarized content.
- Redesigned inventory content layout by grouping object properties, health, flow and performance details. Resulted in clear separation of utilization, granularity and monitoring data.
- Introduced a Dark mode color set.



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Brocade Inc. (Acquired by Broadcom Limited, November 2016) - San Jose, CA
UI/UX Architect

Designed web-based GUI for Analytics Monitoring Platform (AMP) shifting away from the outdated BNA desktop interface.

- 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 reports and dashboards
 - Simplified workflows to navigate through the product with minimum number of clicks
 - All new Investigate Mode – for analyses and easy troubleshooting on ports, IT and ITL level
- Flow Collections:
 - Ability to create, manage and monitor flow collections learned from the discovered AMP 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 (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 switch and its ports, with cohesive access to troubleshooting tools with performance graphs, detailed properties and more.
- A dynamically updated, searchable events view with one-click access to the corresponding fabric/switch for easy troubleshooting.

2012-2015

Virtual Instruments Inc. (Acquired by Virtana Corp.) - San Jose, CA
Staff UI/UX Designer

- Closely collaborated with the VP of Product and key customers to create requirements and design for a web/cloud product moving away from the legacy desktop product.
- Created a detailed design prototype, making it part of PRD for the development team. Result: increased productivity by at least 35%.
- Closely working with the VP of Product creating a customizable tool for sales and marketing to use in trade shows and sales demos. This alone increased sales productivity by more than twice, retaining existing customers and presell the product to new ones.
- Designed native tablet and mobile versions of the application for iOS and Android.
- Defined design guidelines and usability standards.
- Designed and prototyped the next generation user interface for VW 5.0.

2007-2012

Yahoo! Inc. Santa Clara, CA

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.

Senior User Interface Designer, Yahoo! Labs

- Designed and successfully launched Yahoo! Labs and Yahoo! Sandbox – websites 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)



2005-2007

Andale, Inc. Mountain View, CA

A SaaS tool startup servicing 1.5 million online merchants around the globe.

User Interface Manager

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 that became the largest source of new merchants
- 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.

2003-2005

Encover, Inc. Mountain View, CA

Market leader in managing, marketing and selling service contracts on behalf of high technology manufacturers and their channel partners.

Senior User Interface Designer

- 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

Unstructured data management company delivering search powered business application.

User Interface Manager

- 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

Leading SaaS membership and event management software company for associations.

Senior User Interface Designer

- 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.



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

Senior Web Designer

- 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 audiostore. 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
Leading provider of network security, help desk and availability technology.

Graphic / User Interface Designer

- 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.

EDUCATION

1985-1991 MA 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
- US patent: 5.21.2009/0132959 A1
 - Method and/or system for schema and view generation
- US patent: 30.10.18 / USA201816175524
- European patent: 09.05.2019 / 19173584.4-1216
 - Systems and Methods for Context Based Multi-Dimensional Network Visualization
- US patent: 1.28.2020 / 10,547,554
 - Policy Based Automatic Flow Collection Discovery
- Languages
 - English, Russian, Italian