

marina lazarevic

product and experience designer

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847 - 414 - 5780

EXPERIENCE

Product Design Lead, Cisco Systems

Oct 2018—Present | San Jose, CA

Leading a team of three designers on a next generation networking software product. Collaborating closely with Product Management and Engineering leads, shaping and implementing agile UX in a traditionally waterfall environment. Overseeing the end-to-end user experience from strategy to implementation. Collaborating with user research team. Scaling design at Cisco by contributing to our growing design system, Cohesion.

Product Designer, Cisco Systems

December 2017—Oct 2018 | San Jose, CA

Worked as an individual contributor, producing design research plans, interaction flows, high-fidelity mockups and prototypes. Facilitated design workshops and conducted user interviews.

Key projects: enterprise network security application and a platform for third-party developers and in-product consumers.

Product Manager & Designer, HubPages

Jan 2013—Aug 2016 | Berkeley, CA

Worked in a hands-on management role on a small team improving the experience of its online author community and tens of millions of monthly visitors. Produced design concepts, wireframes, task flows, mockups and requirements documents.

Key Projects: Sitewide redesign and community features, including author biographies and content editing tools.

Product Manager, YieldBuild

Jul 2010—Feb 2013 | San Francisco, CA

Closely collaborated with an engineering-driven team to grow a nascent ad layout optimization service. Managed relationships and accounts with 100+ web publishers. Worked as a liaison between customers and the development team, translating user needs into engineering requirements.

EDUCATION

Masters, Human-Computer Interaction + Design

2016—2017 | University of Washington MHCI + D | Seattle, WA

Design Communication Arts Certificate (20 credits)

2014—2015 | UCLA Extension | Online

BA, International Relations

2006—2010 | University of Southern California | Los Angeles, CA

SKILLS

Interaction Flows
Interaction Design
Product Strategy
Concept Diagrams/Maps
Wireframing & Whiteboarding
User Interface Design
Leadership
Rapid Prototyping
Information Architecture
Ideation Methods
Writing & Editing
Workshop Facilitation
User Research Planning
User Interviews
Visual Design

TOOLS

Proficient	Learning
Sketch	After Effects
Abstract	Framer
InVision	Javascript
Principle	Photoshop
InDesign	
Keynote	
Premiere Pro	
HTML/CSS	

ACTIVITIES

MHCI+D Representative for DUB Speaker Committee

Dec 2016—Aug 2017

Coordinated, introduced and moderated Q&A for a weekly HCI seminar featuring academic and industry leaders.