



Rostislav Roznoshchik

Design Strategist

RostislavRoznoshchik.com

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About

I'm deeply fascinated by people and I love learning new things. By helping organizations understand their clients, I work with them to discover real user needs and new value propositions. Using the methods of Human Centered Design, I help organizations research, ideate, prototype, and evolve. I plan to leave this world better than I found it.

Experience

Foxes and Planes / Design Researcher and Strategist

April 2013 - Present, New York, USA

User research and design services for various start-up and small business clients. Currently working on an Insuretech project exploring the pet market, a branding and communication strategy for a health and wellness practice, Content strategy for a new wiki application and building out the Foxes and Planes library.

GetMedi (MediSolutions) / Product Research and Innovation Manager

January 2016 - Present, New Jersey, USA

Joined the team to incorporate user research as well as rapid prototyping into the product development process. Over the course of 4 months conducted 15 hours of direct user research and observation, ran 6 physician beta sites and conducted 20 hours of market and desk research. Using interviews and rapid prototyping techniques, I led the team in the prioritization and discovery of new features, and developed the user experience framework.

MediSolutions / Research, Community and Content Manager

June 2015 - Present, New Jersey, USA

Brought on as part of a team tasked with rebranding 35-year-old company Mediscripts as Medisolutions with the aim of attracting new audiences and markets. I led the team in user research and content development. I implemented a user research plan that strategically fulfilled 3 key objectives of supporting sales, new product development and marketing with a minimal amount of resources. Based off of the research findings, I developed a content strategy that over 6 months grew social media following by over 400% and accounted for 38% of all web traffic to the company website.

Omhu / Marketing and Operations Associate

May 2012 - March 2013, New York, USA

Working in a small startup team I performed a range of critical activities including managing online sales, social media, business development, and working closely with the product designers and founders to determine marketing and product strategy.



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User Researcher

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Education

School of Design Strategies, Parsons The New School / BFA

September 2006 - May 2011, New York, USA

Environmental and Urban Studies, Eugene Lang The New School

September 2007 - September 2010, New York, USA

Skills

Adobe Photoshop, Illustrator, Indesign, Microsoft Office, Html, CSS, Final Cut Pro, Wordpress, Social Media, UX, Content Marketing.

Languages

Fluent in English and Russian