



# MILA KOGAN

 milakogan.com

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*Results-oriented design and strategy leader seeking a role to leverage a holistic approach to drive innovation, enhance user experiences, and achieve business objectives.*

## EDUCATION

### Bachelor of Arts, Philosophy

UC Berkeley

## SKILLS

Design Thinking Process  
Interviews & Surveys  
Informational Architecture  
Contextual Inquiry  
Personas & Scenarios  
Customer Journeys  
User Flows  
Wireframes & Prototypes  
Usability & A/B Testing  
UI Design  
Strategic Planning  
Research & Analysis  
Strategic Partnerships  
Marketing & Engagement  
Project Management

## TOOLS

Figma  
Adobe Creative Suite  
Confluence / JIRA  
Asana  
InVision

## WORK EXPERIENCE

### Product Owner / UX Strategist

Nov 2022 - July 2023

SkillsVR | Auckland, NZ (Remote)

- Defined and prioritized product features for SkillsVR, a VR employee training solution, driving successful development and delivery through cross-functional teamwork.
- Pioneered UX integration into product development and led cross-departmental collaborations, resulting in a more human-centered process and culture.
- Spearheaded UX implementations for several projects, including an internal escalation process and analytics dashboard, enhancing product functionality and user satisfaction through research, wireframing, and usability testing.

### UX/UI Designer

Jan 2016 - Nov 2022

Tribal Planet | San Mateo, CA

- Led design across platforms, including gamified educational apps, a user rewards platform, and the SkillsVR website. Achieved cohesive user experiences, garnering positive feedback from stakeholders and clients.
- Contributed to cross-functional collaboration by closely partnering with the COO and Engineering Manager. Effectively communicated design decisions, ensuring alignment with organizational goals and project objectives.
- Maintained design system to streamline the development process, resulting in increased design consistency and efficiency.

### UX Designer

Aug - Sep 2015

Freelance Project | San Francisco, CA

- Conducted user research and executed usability testing, challenging initial hypotheses and prompting a strategic pivot in design direction.
- Developed wireframes, personas, user flows, and final mockups for the initial MVP, eliciting client satisfaction with the proposed design.

### Business Development / Marketing Associate

Oct 2011 - Jan 2014

JustAnswer | San Francisco, CA

- Managed and optimized 3rd party ads, resulting in substantial margin growth, the establishment of new partnerships in key verticals.
- Refined strategies through A/B testing resulting in a 10% increase in click-through rates, a 15% improvement in conversion rates, and a 20% reduction in cost per acquisition over a 6 month timeframe.
- Strategized and conducted user research for a new feature, actively contributing to ideation, data analysis, and user interviews to develop valuable insights.

## PROJECTS

### Co-founder & Director

May 2015 - Aug 2020

Global UXD | San Francisco, CA

- Led Global UXD, driving strategic vision and operational excellence, resulting in the successful execution of 150+ diverse events and the establishment of 30+ strategic partnerships with industry leaders.
- Cultivated a strong network of industry partners, including Fortune 500 companies, to foster collaboration and create impactful experiences for the community.
- Implemented a user-centered design framework across all organization functions, including event production, marketing, and strategic planning, to deliver inclusive and community-focused initiatives.