

# Sergey Guryakov

Syracuse University  
B.S. Psychology

203 915 3903  
hihi@stereoj.am  
Washington D.C.

Work Samples: <http://stereoj.am/work>

Active Top Secret Clearance

UX/Product Designer with 10+ years of experience, including 7 years working remotely. Lead user-centered initiatives in healthcare, solving complex, cross-functional challenges. Deliver wireframes, UI designs, and prototypes informed by research and behavioral data. Build scalable design systems that improve usability, accelerate development, and align engineering, product, and business teams.

**RP3 Agency** Jan '25 - Present  
Digital Technologist

- Supported UX, development, and digital strategy across client projects and internal initiatives.
- Designed user experiences for web projects; contributed front-end development (HTML, CSS, JS)
  - Managed scoping and technical planning for new business pitches and proposals
  - Coordinated internal workflows for web builds, plugin updates, and landing page deployments
  - Led communication with clients and internal teams to ensure delivery milestones were met
  - Oversaw external vendors for development and technical services

**stereojam: the pixelsmith** Feb '08 - Present  
Founder & Principal Designer

- Partnered with clients to define business goals and translate them into scalable digital strategies
- Designed user stories, flows, and wireframes for responsive web systems across CMS platforms (WordPress, Drupal, Joomla)
- Audited and restructured site IA and sitemaps to improve navigation, usability, and SEO
- Created functional prototypes and design specs to guide development and ensure execution fidelity

Key Projects: [completeconciergecare.com](http://completeconciergecare.com), [archives.gov/exhibits/civil-war](http://archives.gov/exhibits/civil-war), [carlhoffman.com](http://carlhoffman.com), [rbskl.com](http://rbskl.com), [rustikdc.com](http://rustikdc.com), [thegoldshieldgroup.com](http://thegoldshieldgroup.com), [geordiewood.com](http://geordiewood.com)

**EngagedMD** Mar '21 - Mar '24  
Product Design Lead

- Redesigned patient and clinic applications for a leading fertility platform; led UX from discovery through launch.
- Defined user stories and requirements in JIRA; created wireframes and prototypes in Figma
  - Conducted stakeholder reviews and user testing to validate and iterate on core workflows
  - Designed interfaces for staff dashboards, patient onboarding, and admin tools
  - Developed and scaled a cross-platform design system to unify branding and accelerate delivery
  - Used Hotjar to surface UX issues; created feedback loops with Customer Success and Engineering

**WundermanThompson** Mar '12 - Jan '21  
Associate Director of User Experience

- Led UX strategy for enterprise healthcare and pharmaceutical products in highly regulated environments.
- Managed a cross-functional team of 8 across design, strategy, and development
  - Defined KPIs, product roadmaps, and UX requirements from discovery to delivery
  - Conducted and synthesized primary and secondary research into actionable insights
  - Designed IA, user flows, and wireframes with accessibility and responsive best practices baked in
  - Collaborated across creative, engineering, and client teams to align business goals and user needs
  - Presented UX strategy to executives and facilitated stakeholder workshops
  - Integrated tools like Hotjar to drive continuous optimization through testing and feedback loops

Key Projects: [ibrance.com](http://ibrance.com), [arthritis.com](http://arthritis.com), [innovation.org](http://innovation.org), [xeljanz.com](http://xeljanz.com), [respistory.com](http://respistory.com), [sunovionprofile.com](http://sunovionprofile.com)

**Blue Water Media** Apr '08 - Mar '12  
Senior UI Designer

- Partnered with clients to create user-centered solutions aligned with business objectives.
- Designed user flows, wireframes, and functional prototypes.
- Provided end-to-end theming for WordPress, Drupal, and Joomla platforms.
- Consulted on web development and marketing strategies to improve engagement.t, non-profit, and commercial clients, fostering collaboration and buy-in.

Key Projects: [oig.hhs.gov](http://oig.hhs.gov), [macf.com](http://macf.com), [doioig.gov](http://doioig.gov), [imnsolutions.com](http://imnsolutions.com), [naviance.com](http://naviance.com)