

# Gita Vaysburg

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## Profile Summary

Marketing professional with product design background. Experience includes working in the consumer products market, building brand, designing collateral, new products and services.

## Education

2003-2007 San Jose State University, San Jose, CA. **B.S. Industrial Design**, 3.8 GPA

**Relevant Class work:** Intro to Marketing, Intro to Business Management, Business Communications, Consumer Insight and Analysis, User Interface and Ergonomics, Product Development and Pricing Strategy, Industrial Design in Society, Typography, Conceptual Illustration

## Experience

2008-2009 Anatomage, San Jose, CA. *Healthcare software company specializing in the dental field.*

**Marketing Associate:** Lead marketing research, communications, and strategy for main product line.

- Created all marketing communications collateral that exponentially increased product sales.
- Researched and analyzed market and consumers, came up with insights for marketing collateral, sales strategy, lead generation activities, product development pipeline, and PR budget allocation
- Coordinated all tradeshow activities within specified budget including booth design

2007-2008 Jump Associates, San Mateo, CA. *Strategic design consultancy for Fortune 500 companies.*

**Associate:** Part of multi-disciplinary team working on projects that merge I.D. and business strategy.

- Created and led a product development process that merged I.D. and business strategy for Fortune 500 companies
- Conducted and analyzed product audits in London, Tokyo, and across the United States
- Conducted primary research with participants across United States
- Analyzed primary research and created design principle's and strategic frameworks that led to the creation of assessment criteria for new products and platforms
- Created strategic product and marketing roadmaps for existing and new brand portfolio
- Led client activities and meetings

Summer 2006 Target Headquarters, Minneapolis, MN. *Worked in the Hardlines Group at major retailer.*

**Health and Beauty Design Intern:** Designer for the Target exclusive Sonia Kashuk makeup line.

- Conducted primary research through focus groups, one-on-one interviews, in-store intercepts and analyzed research findings to come up with re-branding strategies
- Conducted competitor product audits to guide Sonia Kashuk's product portfolio
- Created trend boards for manufacturer and buyer's reference from fashion and cultural research
- Staged bath and beauty planograms using manufacturers' product samples

## Other Experience

2005-2008 Bookkeeping, San Mateo, CA. *Personal consulting business working with small, local companies.*

**Full-charge Bookkeeper:** Providing a variety of businesses with bookkeeping and accounting help.

2005-2008 Stanford University, Palo Alto, CA. *Worked with Professor on ME 110 course.*

**Assistant Professor:** Guided curriculum and students in a visualization course.

## **Skills**

*Marketing skills:* primary research, secondary research, research analysis and frameworking

*Production skills:* graphic design, presentation building, collateral design and production

*Leadership skills:* leading brainstorming sessions, visual recording, facilitating small group activities, leading process, record keeping, organization, timelining, verbal/written communication

*Design skills:* brainstorming, illustration, sketching, marker rendering, idea generation, explorative ideation, narrative analysis, product photography, computer-aided modelling, prototyping,

*Computer knowledge:* Adobe Illustrator, InDesign, and Photoshop, Rhino 3-d, Ashlar Vellum, Unigraphics, Quickbooks

*Languages:* Russian

## **Competitions and Affiliations**

2006 Silicon Valley Neat Ideas Fair, San Jose, CA.

**2nd Place** for “China Water Filtration Pitcher” Project

2005 San Jose Museum of Art “Bobjects and Beyond” Student Competition, San Jose, CA.

**1st Place** for “Nature’s Birdhouse” Project

2006-2007 SJSU IDSA, San Jose, CA.

**Treasurer:** Guided finances and activities for the IDSA student chapter at San Jose State.

## **References Available Upon Request**