

Oksana Cyrwus

Solutions Architect

Software Design & Engineering

UX | JS | E-commerce | Drupal

Acquia Certified Grand Master - Drupal 8



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SUMMARY of QUALIFICATIONS

Expert competence in designing / engineering systems independently w/ a passion for building and leading creative teams within dynamic agency environments

A refined aptitude in the design / development of scalable technical solutions that fulfill business layer objectives / dynamic needs of users

Demonstrated record of excellence in strategic planning / implementation of large scale system builds and phased solutions

AREAS of EXPERTISE

Digital Strategy: Change Analysis, Content Strategy, Information Architecture, UX, Conversion Optimization

Design: UX/UI Strategy, Branding unification of marketing / sales collateral, Graphic Design for Web and Print, Adobe Creative Suite / CC

Drupal 8, 7 CMS: Full-Spectrum Expertise - Acquia Certified Grand Master Drupal 8, Acquia Certified Developer Drupal 7

Team Leadership/Development: Visionary leader and mentor with strong competence in modeling / managing technical and creative teams

Business Intelligence: KPI strategy, Custom Dashboards, Data Analytics

SELECT PROJECTS

API Interface & Advanced SOLR Search tools for Drupal 8

API Development / Apache SOLR / Drupal 8

Architect & Lead Search Specialist for a data migration and redesign project for a federal government agency. Source data storage is a proprietary combination of data entry tools where data is written to SOLR instance. API Interface accepts various types of content sent from proprietary internal SOLR instance, validates and stores it as Content and Media entities in Drupal 8 that are inter-connected via entity references.

7+ advanced search tools w/ custom facets provide users an ability to search and granularly filter site content as well as content of files available for download.

Scheduled to launch end of fall 2019.

Drupal 8 Migration & Regular Data Import for Duke Cancer Institute

Drupal 7 > 8 Migration / Regular Data Import / Custom Search Tools / Accessibility & UX Enhancements

Architect, Strategist and Accessibility/UX expert for a Drupal 7 to Drupal 8 migration project featuring routine data imports and enhanced search tools.

Migration features transfer of unstructured content into 25+ types of Paragraphs (Drupal) to provide enhanced Content Editor experience.

Routine data import processes fetch content from two external sources, storing it into several content types that are inter-related via Entity Reference fields.

Custom theme includes remediation of existing Accessibility issues as well as improvements to UX for various sections of the site.

Numerous Search tools are designed to provide an efficient, stress-free experience to primary site audience, cancer patients, who seek education and information on breakthrough treatments that may be available to them.

Scheduled to launch end of summer 2019.

Search Configuration for Academic Health Care Provider Organization

Apache Solr / Drupal 8 / Solr Suggester / Solr Spatial Search / Partial Keyword Matching / Spelling Suggestions / Live Results

Lead Search Specialist for merger migration/redesign project using Apache Solr to deliver several robust search features within Drupal 8.

Tools include Provider, Location and site-wide search tools w/ multiple search facets that assist patients in finding providers, medical facilities and information that match specialty / insurance type / location / distance criteria. Developed Search tools utilize Apache Solr Suggester, Spellcheck and Spatial capabilities, Drupal 8 Search API Live Results feature and Google Maps API to generate dynamic location maps and display proximity data for searched locations.

Advanced site-wide search displays custom-themed, real-time/autocomplete results filtering and grouping health professionals, materials related to healthcare services/specialties and medical office locations.

Holistic Wellness Center's Learning Management System

Matrix LMS / Drupal 7 / UX/UI / Custom SSO

Strategist, Tech Lead and UX Architect for Online Learning Management System integration w/ Drupal 7. Project features integration w/ Matrix LMS API, seamless authentication and navigation between Drupal and the LMS portal, ability to market courses hosted by the LMS in Drupal.

Deliverables include interactive UX prototypes, custom module development to support seamless authentication and navigation between Drupal and the LMS, user profile data sync, course info sync, e-commerce features and user enrollment via API.

[**View live site**](#)

Holistic Wellness Center's Progressively Decoupled Search Application 2018

React / Apache SOLR / Analytics / UX/UI / Drupal 7

Tech Lead, UX & Analytics specialist for progressively decoupled search application utilizing React, Apache SOLR and Drupal 7.

Performant search application includes spell-checking, auto-completion and multiple facets producing instant filtered results.

Custom Google Analytics integration allows tracking of search filter combinations, searched keywords and conversions. Collected data analysis determines strategy for routine conversion optimization.

Preliminary results - 60 days post launch:

Conversions increased by 600%

Bounce rate decreased by 71%

[**View live site**](#)

Drupal 7/8 Contrib Module - translation provider integration

External translation provider integration / Drupal 7 & 8 module feature development

Lead software engineer for a contributed Drupal module that integrates external translation provider w/ Drupal TMGMT (Translation Management) module.

[**View project on Drupal.org**](#)

Holistic Wellness Center's Premium Membership Campaign 2018

Drupal 7 / Strategy / UX/UI / Drupal Commerce / Authorize.net / PayPal

Strategist, Tech Lead and UX Designer for world renowned Holistic Wellness Center's Premium Membership campaign featuring online and on-site event registration configured w/ multiple payment gateways integrated w/ highly customized business logic. The Drupal Commerce based system provides event registration and management capabilities leveraging enhanced marketing segmentation tools w/ personalized content delivery.

Performed comprehensive change analyses while aligning client's marketing, financial, executive, operations, and external affairs departmental goals. Defined KPIs and developed target growth numbers in collaboration with client's in-house teams. Established a means to evaluate targeted goals and developed a schedule to measure real world results.

Managed and conducted audience research, statistical data analysis, heuristic review and stakeholder interviews and developed strategy and UX/UI to improve user engagement while converting current site visitors/attendees into long term supporters and advocates.

[**View live site**](#)

Language Translation Management web application interface 2017

Drupal 7 / PHP / MySQL / Translation Management Tool (TMGMT) and Lionbridge Modules

Architect and lead developer for web application interface built for Human Resource Management firm's pivot towards global markets. Drupal 7 system facilitates translation management of 70+ languages via customization of Translation Management Tool (TMGMT) module integrated w/ e-commerce transaction framework along w/ Lionbridge module.

Digital Marketing Agency Website Redesign 2017

Brand/Identity Discovery / Web design / Jekyll parsing engine / Liquid Logic / SASS

Product owner, lead designer and developer for website redesign formulated via brand/identity extraction discovery of full service digital marketing agency. Creation and unification of company branding assets forms the backdrop of the design powered by modern coding tools, utilizing responsive, cross-browser CSS layout technique - Flexbox.

[**View live site**](#)

Multi-lingual membership website - international user base 2016

Drupal 7 / PHP / MySQL / HTML5 / CSS3 / AJAX / Drupal Commerce

Product owner, architect, lead developer and administrator for subscription based website built on Drupal 7 / PHP /MySQL supporting targeted educational content delivery to niche global membership base.

Trusted online information source promotes lawful procedure and responsibility of citizens from different nations and grants access to knowledge base of legal registration protocol and processing through national, regional and municipal governmental agencies.

Premium responsive UI and strong reputation for quality content secure this niche website's role as a leading web authority since 2011.

CMS / Custom e-commerce solution / BI Dashboard for business training and consulting firm 2015

Drupal 7 / PHP / MySQL / HTML5 / CSS3 / AJAX / Drupal Commerce

Architect, lead developer and administrator of e-commerce solution / business intelligence platform built on Drupal 7 (Drupal Commerce)/ PHP /MySQL supporting multiple registered web user and administrative profiles within premium responsive UI.

Integrated online sales /marketing tools custom developed for business training and consulting firm supports advanced user segment controls allowing for effective on-site and online training event registrations complete with payment processing, enhanced user profiles, user feedback integration and BI reports. Targeted user content promotes and converts Healthcare, Business, Engineering and other industry training certifications including Lean Six Sigma, Project Management, Risk Management, Innovation and other business training systems.

[*View live site*](#)

Digital Marketing Agency CRM platform Project/Client Management application 2014

Drupal 7 / PHP / MySQL / HTML5 / CSS3 / AJAX

Product owner, architect, lead developer and administrator for client management system Digital Project Interface currently in use by contract clientele.

Application framework built on Drupal 7 / PHP / MySQL delivers business application connecting developers and creatives with their partners and/or contract clients and other key stakeholders. Variable user access permissions allow for personalized customizations including but not limited to communications platform via read/write only for project brainstorm and briefing sessions, expense planning & tracking, schedule planning & tracking, bookkeeping and project priority assessment made complete with automated e-mail notification system.

The project / account management system allows for a high-degree of features customization that helps serve the direct needs of developers, creatives and their respective clients. This system is designed to manage projects and expedite administrative processes so that contract developers and designers spend less time managing administrative tasks and more time toward quality deliverables.

Since beta release Oct 2014, overall productivity, service quality and client satisfaction have been dramatically improved. Participant feedback has been extremely positive among both team members and contract clients of which 83% clientele chose to participate.

2007-2014 work focus:

- *IT administration*
- *DBA*
- *Desktop Application development (C++)*
- *Website builds*
- *Website administration / maintenance*
- *Website features expansion*
- *SEO audits and optimization*
- *Web / Print design*

PROFESSIONAL HISTORY

Solutions Architect, Independent Contractor 2008 – *Current*
Technical Consultant at FOREL, *February 2017 – Current*
Senior Architect at Savas Labs, October 2018 – *May 2019*
Solutions / UX Architect at Savas Labs, July 2016 – *October 2018*
Technical Director at Digital Assets Team, 2013 – *January 2017*
English Language Instructor, 2008 – 2014
IT Administrator at Faculty of Mass Media & Communications at
International University of Economics and Humanities, Ukraine, 2006 –
2010

CORE COMPETENCIES

PHP / MySQL, 11 years
Drupal CMS, 7 years
Project Mgmt, 7 years
Server Admin, 8 years
Digital Mktg, 9 years
Design, 10 years

EDUCATION, TRAINING

Master's Degree, Applied Mathematics & Informatics
International University of Economics and Humanities, Ukraine
2007 – 2009

Specialist Degree, Philology - English Language
International University of Economics and Humanities, Ukraine
2008 – 2010

Project Management Training
Indiana University
2016

LANGUAGES SPOKEN

English (*Native proficiency*)
Ukrainian (*Native proficiency*)
Russian (*Native proficiency*)

SKILLSET

Back-end

Drupal CMS 8/7/6
Data modeling
E-commerce solutions
Third-party API Integration
Custom Search Solutions
PHP / SQL / XML / SOAP

Front-end / UX

UX / UI strategy & design
React JS / JS / jQuery / AJAX
HTML5 / CSS3 / SASS
Accessibility WCAG 2.0
Premium Responsive

Managerial

Team Leadership
Risk / Change Mgmt
Project Mgmt
Agile / Waterfall
Team building / training / mentoring

DevOps

CI Platforms
Server config / admin
Acquia / Pantheon / Custom Hosting
Drush / Composer
Docker / DrupalVM / LAMP
Automated Tests / Behat / VRT

BI / Analytics

Business Intelligence Dashboards
Data Analysis
Google Analytics / GTM
CRO
SEO / SEM

Creative

Brand Creation / Strategy
E-mail marketing
Design for web / print
Adobe Creative Suite
Color theory
Typography
Photography

References available upon request