



## OBJECTIVE

Highly motivated self-starter crafting unique designs that deliver a powerful message.

"Creativity Takes Courage"

## PROFESSIONAL EXPERIENCE

### UX DESIGNER

BLOC - STUDENT, SAN JOSE, CA | JUN 2018 - AUG 2019

- Conducted user surveys and interviews ranging from in-person interviews to online surveys; completed an analysis of results to be used for user personas, user stories, and user flows.
- Worked on brand strategy and design systems for multiple projects; ranging from logo creation, color palette, typography specs and introduction to a full design system of visual elements.
- Iterated low and high fidelity wireframes; starting with sketches and testing wireframes throughout the project to ensure alignment with user goals;
- Completed high fidelity mockups of various projects, which were used for clickable prototypes and user testing.
- Built responsive prototype using HTML, CSS, and Javascript; introduced to frontend challenges to further increase understanding and skills.

### SENIOR GRAPHIC DESIGNER

CUSTOM TEEZ - OWNER, SAN JOSE, CA | OCT 2014 - OCT 2018

- Project Management and Graphic Design: Devised and executed research plans for countless projects.
- Logo and Print Design: Created strategies to craft unique and appealing designs that convey a powerful message.
- Prototyping: Created daily prototypes based on client requirements.
- Increased management's effectiveness by recruiting, selecting, coaching and disciplining employees.

### BUSINESS DEVELOPMENT & PR

MASSIVE ACT - CONTRACT, SAN JOSE, CA | DEC 2015 - JUNE 2016

- Identified trendsetting ideas by researching industry, related events, publications, and announcements.
- Developed business by contacting potential partners and presenting business opportunities.
- Helped to develop music features and direction of a company.
- Built and maintained the CRM database of clients.
- User Research: Conducted 20 guerrilla interviews across Bay Area.

### GRAPHIC DESIGNER

iCustom - SAN JOSE, CA | OCT 2009 - JUL 2014

- Graphic Design: Crafted designs based on client requirements.
- Print Design: Created unique banners, logos & apparel.
- Unique Projects: helped startups create unique adds.



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## EDUCATION

Associates Degree in Finance  
Inter-regular Academy of  
Personnel Management  
Kiev, Ukraine

## RELATED COURSES

BLOC (Certified: UX Designer),  
DesignLab, Codecademy, Udemy

## TECHNICAL SKILLS

User Research  
Site Mapping  
Interaction Design  
Data Visualization  
Lo/Hi-fidelity Wireframing  
Logo & Branding  
Style Guide  
Interactive Prototyping  
Usability Testing  
Balsamiq  
Photoshop/Illustrator/Sketch  
InVision

## DEVELOPMENT SKILLS

HTML/CSS  
JavaScript  
jQuery

## LANGUAGES

English, Russian, Ukrainian

