



## OBJECTIVE

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

"Creativity Takes Courage"

## PROFESSIONAL EXPERIENCE

### SENIOR WEB DESIGNER

3DLOOK - SAN MATEO, CA | JUNE 2020 - PRESENT

- Crafted: brand strategy and design systems for multiple projects.
- 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.
- Develop a brand strategy, company message, and overall brand identity.
- Modernize and evolve existing brand standards and content, including the development and creation of animated assets.
- Collaborated with marketing and sales teams to design a wide variety of marketing and sales assets, which include: splash content, video, animated gifs, marketing emails, social media posts, stories, ads, event signage, customer sales decks, and presentations.
- Built responsive prototype using: HTML, CSS, and Javascript, as well as worked closely with the development team.

### UX DESIGNER

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

- Conducted: user surveys, usability tests, in-person interviews.
- Worked on brand strategy and design systems for multiple projects. Ranging from logo creation, color palette, typography specs, and introduction to a complete 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, used them for clickable prototypes and user testing.
- Built responsive prototype using HTML, CSS, and Javascript. Introduced to front-end challenges to further increase understanding and skills.

### SENIOR GRAPHIC DESIGNER

CUSTOM TEEZ - OWNER, SAN JOSE, CA | OCT 2014 - AUG 2019

- 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.
- Developed quarterly goals, as well as recruited and trained staff.

### 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.
- Crafted projects: helped startups create unique ads.



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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