



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

- Worked on 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.
- Collaborate closely 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 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 - 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.
- Increased management's effectiveness by recruiting, selecting, coaching, and disciplining employees.

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