

# Nastya Potapenko

Cliffside Park, NJ, [Anastashin5@gmail.com](mailto:Anastashin5@gmail.com), Phone/ WhatsApp: 609-210-6688

- **LinkedIn:** <https://www.linkedin.com/in/anastashin/>
- **GitHub:** <https://github.com/anastashin5>
- **Portfolio:** [anastashin5.github.io/UX\\_UI\\_portfolio/](https://anastashin5.github.io/UX_UI_portfolio/)

## Designer

### Professional Capabilities:

- Detailed knowledge of Figma, In Vision, Adobe Creative Suite (InDesign, Illustrator, Photoshop, and Acrobat), Corel Draw, and Microsoft PowerPoint; experience working with additional creative, visual, interactive, and multimedia tools.
- Working knowledge of 3D Max Design, and SketchUp, AutoCAD.
- Also, HTML5, CSS5, MySQL, PHP, JavaScript, and jQuery, GitHub.
- Strong organizational and self-motivation skills and the ability to meet job requirements/ requests to achieve deadlines in a timely fashion.
- Ability to prioritize and multi-task with respect to projects and standards daily.
- Capacity for a strong focus while under pressure and ability to work overtime as needed.
- My top three technical skills: Information architecture, Prototyping, Front End Coding.

## Education

- **PMI, USA** 12/ 2022  
Certificate of Professional Project Manager [See more...](#)
- **Columbia University of Engineering, New York, USA** 08/2022 – 02/2023  
Certificate of UX/ UI Designer [See more...](#)
- **School of Business and Management of Technology of Belarusian State University, Minsk, Belarus**  
The Institute of Business - a structural subdivision of the Belarusian State University with the status of a legal entity - began its work in 1996 as an international educational project together with American business schools.  
Master's degree [See more...](#)  
Programmer, Web Designer, Computer Graphics 04/2013 – 08/2015
- **Belarusian State Economic University, Minsk, Belarus** 09/2001 – 02/2007  
Bachelor's degree. Business/Managerial Economics

## Work Experience

**UX/ UI Designer, Graphic designer, Web designer** Freelance 12/2021

**Deputy Managing Director** 07/2017 – 03/2020  
Travel Agency LLT MGP "Mys-Tour" Minsk, Belarus

My work consisted of: concluding agreements with partners, increasing the company's profits, promoting the company in the regional market, hiring new employees, communicating with clients, and resolving conflict situations,

I organized the work of the team, analyzed reports, and thought out a sales growth strategy. In addition, I have practical experience in sales, which is important for understanding the problems that employees face.

Under my leadership:

- The list of tourist destinations has been expanded;
- Opened an office;
- Created remote jobs;
- Thereby increasing the company's profit by 23%.

### **Project manager, Developer Project manager, Developer**

04/2019 – 01/2020

School "Travel Agent" · Self-employed

Minsk, Belarus

Owner. Travel agency school. I developed the site "Travel Agent" for the educational program - training specialists in the field of tourism. I also designed the following: logo, business cards, and certificates. The site was developed in HTML [https://anastashin5.github.io/site\\_school\\_travel/](https://anastashin5.github.io/site_school_travel/)

- I created a curriculum;
- I did the company branding and was coding the website;
- Launched an advertising company

### **Café Owner**

09/2017 – 09/2018

Small Business

Minsk, Belarus

In the new office building under construction, a catering facility "Black and White" was planned (black coffee, white - milk. A logo was developed, and it was planned to create a chain of cafes, with subsequent sales). For several months, negotiations were held with the management about the possibility of placing a catering facility. As soon as all the documents and permits were ready, the opening of the cafe began to move faster.

The cafe sold freshly ground coffee (two-horn coffee machine), freshly squeezed juices, soft drinks, ice cream and sweets, soups, main courses, and salads offered for lunch.

The cafe was sold as soon as it started to make a profit. This decision was made for new investments. Negotiations were underway with the new owner to acquire the "Black and White" franchise. A franchise makes a brand recognizable and saves resources. Proposals for the sale of food products between the cafe-franchisor have been developed.

The amount of investment doubled in a short period of time. The project was successful.

- The whole process, except for electrical communications, was personally handled by me.
- I did business analysis and business planning, was a recruiter for a cafe, dealt with the supply of products, concluded agreements with partners, paid for supplies, filed taxes, and negotiated with potential buyers, as a result, closed the deal, doubling the investment.

### **Project Manager, Developer**

03/2015 – 05/2016

Gym "Attila", Freelance

Minsk, Belarus

I developed a website for Attila Gym. The site was developed on the platform "Word Press". The coordination of the design, site layout, and all the necessary information was with the owner of the gym. I have also designed the following: logo, signs, business cards, and flyers. I also worked on website promotion (SEO). A counter was installed on the site to count site visitors, for its promotion.

- Coding
- CEO
- Branding.

Named after Professor Attila. He invented the barbell with spheres and flat discs, which popularized bodybuilding, from which bodybuilding emerged. Therefore, he is called the "father of bodybuilding." His gymnasium on New York Broadway was a Mecca for both professionals and members of the top sports community (1894).