

Nastya Potapenko

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- **LinkedIn:** <https://www.linkedin.com/in/anastashin/>
- **GitHub:** <https://github.com/anastashin5>
- **Portfolio:** 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, Bootstrap 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 Certification, USA** [See more...](#) 12/ 2022
Certificate of Professional Project Manager, Agile Methodologies
- **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, Front-end Developer, Computer Graphics 04/2013 – 08/2015
- **Belarusian State Economic University, Minsk, Belarus** 09/2001 – 02/2007

Work Experience

UX/ UI Designer, Graphic designer, Web designer, QA Manual Tester

12/2022-Present

Responsibilities

- I create prototypes in Figma, compose questions and conduct surveys, compose a presentation, HTML/ CSS, Adobe Photoshop, Jira.
- Designed print materials, such as brochures, flyers, and posters, for various clients.
- Created digital designs for social media, email campaigns, and website graphics.
- Collaborated with clients to understand their design needs and preferences, and provided creative solutions to design UI screens.
- Collaborated closely with copywriters on email design to create visually appealing and effective communications.
- Collaborated with the Branding and Marketing team to design mockups and website design prototypes, icons, graphic design elements, style guides, mobile apps, and interface elements.
- Designed Icons, graphic elements for websites, style guides, and design elements for mobile apps/ interfaces.
- Delivering impeccable wireframes, flow charts, visual designs, and prototypes for website.

Skills: Change Management, IT Strategy, Stakeholder Management, Software Development Life Cycle (SDLC), Design Thinking, User Interface Design, User Experience (UX), HTML5, Cascading Style Sheets (CSS), Bootstrap jQuery, Adobe, Figma, Photoshop, Sketch App, Miro, Miro Collaboration Platform, Agile Methodologies, Creative Thinking, Analytical Thinking, Problem Solving, Bootstrap, Web Design, W3C valid, Expertise with PHP and MySQL.

Deputy Managing Director, Creative director, B2B, B2C, UX/ UI Designer, Web-developer

LLT MGP "Mys-Tour"

07/2017 – 03/2020

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%.

Responsibilities:

- Provided graphic design support for projects with production status including layout alterations, color corrections, resizing existing projects, and designing new projects based on existing creative or established guidelines.
- Developed visual content for the websites and updated websites using HTML5, CSS3, and JavaScript as needed.
- Provided quality design and ideas that exceeded customer expectations and delivered high-traffic for their business.
- Delivered designs for websites, and other digital products in a timely fashion.
- Created graphics, slide templates, and PPT materials for meetings and appropriate mock-ups for clients.

Skills: Change Management, Strategic Planning, Business Planning, Coaching & Mentoring, Vendor Management, Financial Systems, Stakeholder Management. Leadership, Communication, Project Delivery, Sales, Marketing Management, Team Player, Problem Solving, Graphic Design, Customer-Focused Selling, Time Management, Organization Skills, Team Management, Project Management, Business Development, User Experience (UX), Business Strategy.

Developer Project manager, Graphic Designer, Web-

04/2019 – 01/2020

School "Travel Agent" Full-time.

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/

- I created a curriculum;
- I did the company branding and was coding the website;
- Launched an advertising company
- Coding
- Graphic printed materials for the training program

Skills: Software Implementation, Start-ups, Software Development Life Cycle (SDLC), User Interface Design, Web Development, Agile Methodologies, Creative Thinking, Coding, HTML5, Adobe, Figma, Photoshop, Sketch App, Cascading Style Sheets (CSS), Bootstrap jQuery, Graphic Design, Branding, Web Design, Sales Business Strategy.

Developer Project manager, Graphic Designer, Front-end developer**Small Business, Start-Up, Black &White Full time****09/2017 – 09/2018**

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. Branding. Logo.

Responsibilities:

- Branding, advertising banners (I worked as a graphic designer and web designer);
- Marketing (I was SEO and UX designer);
- 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.

Skills: Business Planning, Vendor Management, Financial Systems, Communication, Project Delivery, Branding, Team Management, Project Management, Business Development, Sales, Business Strategy.

Project Manager, Developer**Gym "Attila", Graphic Designer, Web-developer****03/2015 – 05/2016**

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.

Responsibilities:

- Coding;
- SEO (marketing strategic);
- Branding (Corel Draw, Adobe Creative Suite including Photoshop, Illustrator, InDesign).

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).

Skills: Requirements Analysis, Leadership, Software Development Life Cycle (SDLC), Designing layouts, Designing typography, Designing color, User Interface Design, HTML, CSS, PHP, Adobe, Photoshop, CMS platform, WordPress, Joomla, Web Development, Team Player, Sketch App, Graphic Design, Branding, Web Design, Time Management, Project Management, Sales.

Sales Manager**LLC "Mys-Tour"****04/2010 – 02/2015**

Communication is important not only in sales, but also in interaction with the team at all professional levels. To achieve success, you must have a deep understanding of the product and empathy for the client, have patience and compassion, be able to put yourself in the client's shoes and understand his problem (need). I worked B2C & B2B.

Skills: Communication, User Experience (UX), Team Player, Agile Methodologies, Problem Solving, Customer-Focused Selling, Time Management, Team Management, Sales.