Anatoly Sidorov

UX/UI Designer

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WORK EXPERIENCE

Lead Motion Designer (Mobile)
FaceApp | 06/2020 - Present

#1 App in 40 countries for Photo & Video editing using neural portrait editing technology. 150M downloads worldwide.

- Development of the best solutions for increasing user conversions through video and graphics.
- Create promotional and video clips in and out of the application.
- Analysis and close interaction between graphic designers, marketing and management

UX/UI Designer (Mobile & Web)
TangoMe | 12/2018 - 05/2020

Tango is a social, interactive live-streaming platform with more than 200M registered users.

- Invented and created the process of animated gifts in the application which dramatically changed whole application that reflected in company income.
- Improved efficiency of design and development teams by directing design system. It greatly reduced internal routine issues.
- Presented method of broadcasting from laptop and using chroma key. This discovery showed great interest to users and feature was delivered.
- Initiated relaunching of Website of the application. This allowed the company to open a new market and provide discounts of up to 20% for users.
- Invented and launched a viral feature of the application. It increased user engagement in communications.
- Coached junior employees for their professional growth.
- Delivered a whole project of the New Year's collection including hiring, performance and supervision.

UX/UI Designer (Mobile)
Wispi | 07/2016 - 10/2018

Mobile messenger for iOS and Android.

- Accelerated design workflow by creating design system.
- Defined and established the work process in a cross functional team to evolve Wispi business solution from complicated tool to a friendly and delightful app.

SKILLS

Tools

Figma	HTML & CSS
Adobe Illustrator	Zeplin & InVision
Adobe After Effects	3ds Max
Adobe Photoshop	Framer
Sketch	Procreate

Skills

User Research	Hand Drawing
Wireframing	Animations
Prototyping	Usability Principles
Interface Design	User Journey Map
Mobile Guidelines	Typography

EDUCATION

Architecture
Altai State Technical University
Institute of Architecture and Design
Master's Degree | 09/2007 - 06/20012

LANGUAGE

Russian	**English**	**Spanish**
Native	*Fluent*	*Novice*