

Anatoly Sidorov

UX/UI Designer

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WORK EXPERIENCE

UX/UI Designer

TangoMe | 12/2018 - 05/2020

- 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.
Communicated with users to get feedback and maintain good relationships with loyal users. Became the face of the company.
- 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

Wispi | 07/2016 - 10/2018

- Being the only designer on the project, produced both research and created a design for mobile application platforms.
- 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.

Designer

SPB TV | 02/2013 - 05/2016

- Created design and visual appearance in 3D for international exhibitions.
- Directed design for various projects: Amediateka, Nash Football, SPB TV Russia.
- Implemented unique functionality for Web and Mobile applications.

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 - 06/2012

LANGUAGE

Russian	English	Spanish
<i>Native</i>	<i>Fluent</i>	<i>Novice</i>