

# ARTEM ARTEMOV

Product Designer  
Denver, CO

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(240) 426-1477

## PROFILE

A product designer who loves to code. Designing design systems and creating composable relationships between design and engineering.

## EDUCATION

**School of Visual Arts**  
Bachelor of Fine Arts (B.F.A.)  
2009-2013

## SKILLS & TOOLS

User Experience  
Product Design  
Prototyping  
Design Systems  
Web Design  
Typography  
UI Design  
Usability Testing  
HTML / CSS / SCSS  
Javascript / React

## LANGUAGES

English  
Russian

## EXPERIENCE

### Staff Product Designer

Hearst  
New York, NY | Sept 2017 - Present

- Established the initial design system tools and direction for content creation and frontend user experience
- Created and designed all Figma component libraries for our content creation tools
- Aligned all cross team tools under one component library
- Worked with engineering to design the tooling to allow designers to have custom theming capabilities including: typography scaling, component variants, and a vertical rhythm; helping push consistent and accessible design across all brands using the latest technology
- Created a top-level whitelabel theme with variants for brands to use components to build out unique websites with minimal overhead
- Assisted the switch from Sketch to Figma, lead mentoring sessions with design, product and engineering for a smooth transition
- Designed backend content creation and user facing experiences to create unique landing pages for the entire catalog of Hearst 20+ brands
- Created and coded a unified structure for each feed block in our front-end templating and SCSS to allow for quick styling for brands
- Lead the initial launch of Mylo - a simple and secure way to sign up and control your products, preferences and payments
- Serving over 360mm users in the US on a monthly basis (Google Analytics)

### Product Designer

Hearst  
New York, NY | Oct 2014 - Sept 2017

- Helped growing the new MediaOS publishing platform from 0 to 23 brands, increasing traffic to the platform while lowering the cost of production
- Redesigned 20+ brands using SCSS/Twig with creative direction from the creatives from the magazine brands
- Worked with product and engineering to design and develop traffic-generating features for Hearst Magazines

### Visual Designer

Sports195  
New York, NY | Oct 2013 - Oct 2014

- Successfully translated subject matter into concrete designs for a global network for sports
- Created responsive designs for various aspects of the platform including: redesigning the navigation and user flow, creating email newsletters, profile navigation and UI