

Bringing value via experience, passion, and creativity

Experience

LITMUS

Senior Product Designer, April 2018 – present

Led the Litmus platform redesign, merging tools together into one seamless experience, all based on multiple customer interviews and usability testing sessions. Led design on email testing tools like Litmus Proof, continuously increasing tool adoption and usage rates.

VISION CRITICAL

Senior Product Designer, Aug 2017 – Mar 2018

Led design integration of Pressly platform (acquired by Vision Critical) with Vision Critical Sparq core product. Led implementation of the design and illustration libraries.

CGI

Senior UX Designer, Aug 2016 – Aug 2017

Led design of complex B2B financial products namely Harmonised Trading Console and Wealth 360 based on research, usability testing, and data analysis.

QUESTRADE

UX/UI Designer > Senior UX/UI Designer, Oct 2012 – July 2016

Led marketing design producing, testing, and constantly improving marketing campaigns in collaboration with copywriters, data analytics and marketers. Introduced several design solutions which increased and kept conversion rate at that level. One of them boosted conversion rate on mobile devices by 200% and became a new baseline ever since.

IQUADART

Director, Oct 2004 – Sep 2012

Managed a team of 10 talented designers, developers and project managers. Created over 200 websites, applications, and interactive presentations for clients worldwide.

Education

CERTIFICATION IN UX DESIGN AND UX MANAGEMENT [PENDING]

Nielsen Norman Group, London, UK | Online | Score: 96% | 2020-2021

CERTIFICATION IN INTERACTION DESIGN

University of California, San Diego, USA | Online | Score: 100% | 2015-2016

BACHELOR OF SCIENCE IN APPLIED MATHEMATICS

Grodno State University, Grodno, Belarus | Diploma with Distinction | 1998-2004