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| Pavlo Tyshchuk | | |
| **Summary of experience:**   * Strong experience in UI/UX design * Experience in designing for desktop, tablet and mobile applications and websites * Solid experience in Logo designing/Branding * Strong knowledge of other graphic and web-artwork * Excellent understanding of design communications and industry best practices * Specialization in the areas of user interface design, user experience design, interaction design, visual design and prototyping | | |
| Technology/Methodology:  Adobe Photoshop, Adobe illustrator, Adobe InDesign, Adobe After Effect, Adobe Premier Pro, Adobe, Acrobat, Sketch, InVision, Axure, Dropbox, Basecamp, Analytics, Researching, Wireframing, Prototypes, User Experience Design, User Interface Design, Web, Design, Responsive Design, Interaction Design, iOS, Android, Usability Testing, Style Guides, Animation | | |
| **Work experience:** | | |
| **CoreValue**  *June 2013 – till present* | ***UI/UX Designer***   * Designing of the web applications, commercial websites, iPhone, iPad and Android applications * Working with Developer and Test teams to implement mockups in product code * Researching, wireframing and creating information architecture * Performing usability analysis and testing * Logo, branding and visual identity   ***Project:***   * Online game allows to compete with lot players in real time. The game combines FICS features, local game features, and puzzles features * iPhone/iPod application, as a small mobile helper, can display vintage ratings and concrete recommendations for the best time to drink in seconds. This application helps you quickly get your bearings as you search through restaurant wine lists, the aisles of the wine store or your own inventory. For all of the most important international growing regions, it not only gives you tips on quality, but also the maturity for the last 12 vintages. All vintage ratings were compiled by an international team of experts * The mobile application/site for exploring and sharing wines' ratings; Admin panel for users’ management, wines requests' management, adding, editing, deleting of wines * Website which offers laser-engraving gifts. Projects objectives: enhancement of existing e-commerce and Content Management System (CMS) of the website, re-hosting, re-design, Magento implementation and Search Engine Optimization (SEO) * eCommerce system for office suppliers online/offline order management. System is a combinations of back-end and front-end solutions which offer retail sales direct to consumers, business-to-business buying and selling, business-to-business electronic data interchange, gathering and using demographic data through web contacts and social media, marketing to prospective and established customers by e-mail | |
|  | * Android (iOS) app that allows a user to communicate with a concierge. The app knows a user's interests, location and can suggest appropriate deals, games, etc. Also app assists with travel, law questions, tele-health, etc. Using the app a user is involved in loyalty program that rewards user's activity * New user interface for existing and new functionality. Redesigning and simplifying existing user interface and user experience in existing functionality. Develop user interface for new functionality. Deliver mockups and user experience guidelines to new functionality * CRM/ERP system, that is designed to manage employees, working time reporting, salary operations. Included modern interface. Based on MSSQL server with high responsiveness, horizontal scalability and high availability | |
| **ProSteer Group**  *November 2010 – June 2013* | ***Designer***   * Designing websites * Creating graphical and video promos * Logo designing and branding * Designing of printed products   Environment and Tools: Adobe Photoshop, Illustrator, InDesign, Premiere Pro, After Effect, Auditions, Cinema 4D, Photography | |
| **Education:** | | |
| **Kyiv National University**  **of Culture and Arts**  *2005 – 2009* | | Specialist’s Degree in Computer Graphics and Animation |