

## COMPETENCIES

### UX

User/Market research & analysis, user journeys, wireframing, mockups, prototyping

### UI

Graphic Design including logo, posters, brochures, icons, illustration, 3D prototyping

### WEB DEV

HTML, CSS, JS, Vue.js, Bootstrap, Wordpress

### MARKETING

Analytics, TagManager, Adwords, Mailchimp

## EXPERIENCE

### Web Designer & Developer, freelance

2019/08 – Present

- ◆ Created websites from scratch with custom design using HTML5, CSS3, Bootstrap 4, Vue.js, and Wordpress for local clients in Vancouver.
- ◆ Crafted visual assets for web and mobile apps such as logos, icons, illustration, photography, typography using Adobe/Affinity software.
- ◆ Designed branding materials for print including brochures, flyers, posters.
- ◆ Developed and integrated online services for payments, booking, email marketing using Mailchimp, Wave, Paypal, Wordpress plugins.

### Web Designer & Developer, Founder at What's Up School of English

2012/08 – 2018/08 6 years 1 month

- ◆ Researched the market of languages learning, defined target audience, visualized user journeys and information architecture.
- ◆ Created several websites and landing pages for the startup using jQuery, CSS3, HTML5.
- ◆ Designed a set of branding and promotional materials using Adobe suite.
- ◆ Executed promotion campaigns (Google Ads, Facebook) that led to a company growth from zero to 200 students attending the school weekly.

### Product Marketing Manager at Fujifilm

2009/11 – 2012/08 2 years 10 months

- ◆ Defined best design principles, planned and executed ad campaigns for the digital camera brand in online, print and outdoor channels.
- ◆ Contributed to an increase of market share from 1% to 15% over 2-year period.

## EDUCATION

### LANGARA COLLEGE

Web Development & Design, Post-Graduate Diploma <Dean's Honour>, 2020/08

### HIGHER SCHOOL OF ECONOMICS

Marketing Management  
Post-Graduate Diploma, 2011/07

### MOSCOW STATE UNIVERSITY OF CULTURE & ARTS

Public Relations & Advertising  
Master (with honours), 2007/07

## VOLUNTEERING

### Web Designer & Developer, Marpole Oakridge Family Place

2019/03 – present

- ◆ Redesigned the UX and UI of the website making it responsive and more accessible.
- ◆ Conceptualized and designed a wide range of promotional artworks for print.
- ◆ Built an online booking and payment systems and trained staff to manage it.
- ◆ Joined as a Board member in June 2019.

## MY TOOLBOX



Adobe Photoshop



Adobe Illustrator



Affinity Photo



Affinity Designer



Affinity Publisher



Figma



WordPress



HTML 5



CSS 3



Vue.js



Analytics & Tag Manager



Mailchimp



SketchUp



Jira



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**Bananatag**  
Vancouver, BC

**Re: Web Designer/Developer position at Bananatag**

**Dear Alvaro,**

I was very excited when I saw the LinkedIn posting about the position of Web Designer/Developer at Bananatag. I admire how your company's solution is helping clients reach and engage their employees. I would love to join the Marketing Design team and be able to deliver a positive impact on the growth of Bananatag.

I'm super passionate about helping brands build efficient communication by researching and understanding target audiences better, using the most advanced techniques in design and development. For instance, I have a dedicated folder in my inbox where I store emails that I find interesting because of thoughtful UX, appealing design or great CTA. I collect and research successful solutions and add them to my toolbox in order to apply them to the products or services that I'll be working on in the future.

Since Banatag is a place that values empathy, ownership, impact and growth I know it is the workplace where I could contribute to the solutions that will improve people's lives. With my drive to learn new technologies and my diverse skillsets, I believe I have a lot to offer to the team at Bananatag.

I strongly believe in collaboration, community and open-source. By looking at the social media channels, I admire how Bananatag puts its employees and their achievements first. In addition to my successful teamwork experience, I have a strong sense of accountability and I'm good at making decisions independently.

With my thorough web design and development experience, I have a unique perspective to bring to the team at Bananatag. I would love to talk with you in person to discuss more of my ideas. To view my portfolio, please feel free to visit: <https://alexvasilyev.ca/>. Thank you for your consideration and I'm looking forward to hearing from you.

And last but not least, I do love bananas!

Sincerely,  
Alex Vasilyev

COVER LETTER



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alexander-vasilyev-web

**Pivot & Pilot**  
Vancouver, BC

**Re: Junior Designer position at Pivot & Pilot**

**Dear Rebecca,**

It's been a great pleasure to have you at the Volition-Langara pitch night where I presented an award-winning project called Alunos. I've been wanting to get in touch with you since I first saw your company's impressive portfolio, learnt about your values and design principles.

Today I saw your post on LinkedIn about the designer position at Pivot & Pilot and I said to myself: "That's it, that's where my dream may come true!". I admire how your company is helping clients create genuine brand stories. I would love to join the team and be able to deliver a positive impact on the growth of Pivot & Pilot.

I'm super passionate about helping brands become unique by researching and understanding target audiences better, using the most advanced techniques in design and development. The idea of having an opportunity to work on package design is honestly mind-blowing for me. I've previously worked with publishing and printing companies to gain knowledge of things work at their end and to collaborate more efficiently.

Since your company is a boutique agency that values the ability to wear multiple hats I know it is the workplace where I could contribute profoundly with my diverse skillsets.

With my thorough web design and development experience as well as sales-driven aspiration, I have a unique perspective to bring to the team at Pivot & Pilot. One of my strengths is to communicate with clients, determine the scope of the project, present and advocate design solutions. With my background in marketing, I will not only contribute to design and development but I will also collaborate on the elaboration of marketing journey and sales funnel.

My expertise in data analysis (Google Analytics), email marketing (Mailchimp) and social media management (Hootsuite) will definitely be beneficial for me as a team member of Pivot & Pilot.

I would love to talk with you in person to discuss more of my ideas. To view my portfolio, please feel free to visit: <https://alexvasilyev.ca/>. Thank you for your consideration and I'm looking forward to hearing from you.

Sincerely,  
Alex Vasilyev

COVER LETTER



**ALEX  
VASILYEV**  
Web Designer & Developer

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