

COMPETENCIES

UX

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

UI

Graphic Design including logo, posters, brochures, icons, illustration

WEB DEV

JS, CSS, HTML, Bootstrap, Wordpress

MARKETING

Analytics, Adwords, Mailchimp

EXPERIENCE

UX/UI Designer, Freelance

2019/08 – Present

- ◆ Created websites from scratch with custom design using Bootstrap 4, Vue.js, CSS3, HTML5 and Wordpress-based 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/Founder, 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, 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, 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



Bootstrap
4



CSS 3



HTML 5



Vue.js



Wordpress



Jira