IVAN **KUZNETSOV**

UX/UI DESIGN TEAM LEAD

Skills:

Interaction Design   User Research   Motion Design

Visual Design   Cross-Functional Projects

SUMMARY

UX/UI designer with 6+ years experience in web and app digital products development with current core specialization in B2B markets and marketplaces.
I'm looking for a Senior/Team Lead position which let me use my current skill-set and provide the freedom and flexibility to learn and implement innovations.

EXPERIENCE

Severstal Infocom
UX/UI DESIGN TEAM LEAD

JAN 2023 - Current

Severstal Infocom is one of the largest IT companies (2200 employees) in Russia that specializes in developing, implementing, and supporting information systems for the Severstal metallurgical holding.

- Implemented team communication system based on Agile approach, which optimized 5 persons` workflow.
- Performing as a founder of user-centered approach, by creating and integrating usability testing methodology - preliminary estimated - increase of launched product quality on 50%.
- Acting as a main interaction designer on 3 b2b digital products:
  1. Corporate b2b market
  2. Corporate b2b auction
  3. Production b2b market
- Supervising 7 digital products in accordance with brand book
- Mentoring 3 middle designers, I've taught them how to work with UI libraries, conduct user research, and build interactive and animated prototypes.

Severstal Infocom
SENIOR UX/UI DESIGNER

NOV 2021 - JAN 2023

- Designed new sub-product b2b marketplace`s design system which provides clear and straight connection with developed brandbook and made this product visually consistent with the other products of corporation, unique and original in the same time. After the product was launched, it quickly became the leader in the Russian steel trading market, and it continues to actively grow.
- I developed a UX/UI designer's workflow pipeline that utilizes CJM and personas, along with early testing and an iterative design process. This has allowed for a 50% reduction in the development process timeline.
- Made 18 low-fidelity prototypes for tests which became 14 high-fidelity designs, main scenarios of marketplace, adaptive for desktop, laptop, tablets and mobile which provided fully functional version launch in 2 time faster then deadline.
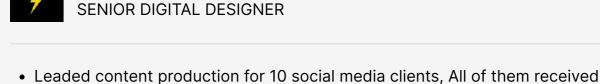
Banzai Games
UX/UI DESIGNER

JUL 2019 - NOV 2021

- Concepted and designed UX/UI scenarios for:

1. Shadow Fight 4, (50 millions downloads)

2. Shadow Fight 3 (250 millions downloads)

3. Designed full design experience (50 screens) for new game product. (This has not been realized yet, but it is scheduled to happen this year.)

- Designed 3 landing pages for games and apps
- Was charged to lead sport-media resource interaction design process, was responsible for teams UI kit and user experience
- Designed animated and interactive prototypes

Tesla Media
SENIOR DIGITAL DESIGNER

JAN 2018 - JUN 2019

- Leaded content production for 10 social media clients, All of them received positive feedback, and their marketing goals were successfully achieved by the company.
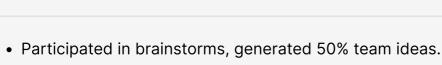- I designed all of the team's applications for participation in tenders and all presentation templates. This optimization of our team's working process enabled us to participate in more tenders than we had originally planned.
- Led result-oriented brainstorms and generated ideas for marketing strategies. 80% of my ideas were implemented in design and contributed to client satisfaction.
- Designed and launched 4 landing pages which helped our customers to start their business in digital space.
- I mentored two junior designers to a middle level, increasing their productivity and allowing our company to work more efficiently.

Element Group
DIGITAL DESIGNER

SEP 2016 - OCT 2017

- Participated in brainstorms, generated 50% team ideas.
- I designed SMM content and presentation templates. My working pipeline allowed me to create 20% more content than before.
- Designed and launched 1 site and 2 landing pages
- Designed 3 branding guidelines

EDUCATION

MIREA - **Bachelor of Production Management** - 2016-2020

TOP-100 Best Universities in Russia according to Forbes magazine

CONTACTS & PORTFOLIO

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https://www.behance.net/creotype

Additional cases of my work