Sergey Kuznetsov
Senior UI/UX Designer
Yerevan, Armenia · 89774946537 · psjavie@gmail.com · www.linkedin.com/in/javiejacie

---

SUMMARY

I design web and mobile interfaces and digital services, bringing 10 years of experience in digital agencies and product teams. I conduct UX and user research, create prototypes and design concepts, and build scalable design systems. I work closely with marketers and developers to reduce development costs, enhance user experience, and improve key metrics and business impact. Valued for fast-paced delivery and high-quality design solutions.

PROFESSIONAL EXPERIENCE

UI/UX Designer • Art director   **2021 — Now**
Darwin Apps, Reston, USA
Digital agency focused on web and software solutions, analytics integration, marketing support, and B2B/user experience optimization for startups and nonprofits.
- Created and led a cross-functional design team of 6 for 20+ projects and tenders.
- Redesigned web platforms for the Bennie group (Bennie.com, HRadvisory.com, HelloSayge.com) — employee benefits company backed by $50M+ in funding — and rebuilt the Bennie Help Center, reducing support tickets by 40% and boosting customer satisfaction by 30%.
- Led the comprehensive redesign of the AFR100 (African Forest Landscape Restoration Initiative) portal, a platform uniting entrepreneurs and governments across 34 African countries. The redesign increased average session duration by 40% and pages per visit by 25%.
- Boosted social media presence by creating a system of publications, growing Dribbble followers from 0 to 3,200 and Behance to 580 organically.

Product Designer • Art director   **2018 — 2022**
SoftPro, Moscow, Russia
Product developer company focusing on digital solutions for the sports and finance sectors.
- Led core design efforts for an international sports conglomerate across multiple in-house initiatives, collaborating with 200+ product team members.
- Delivered end-to-end design for the Russian Chess School's educational platform — the largest chess school in Russia (90+ coaches, 40+ branches, 40K+ graduates, 100+ champions).

UI/UX Designer • Product Designer • Art director   **2018 — 2020**
Technesis, Moscow, Russia
Engineering & IT company creating solutions for transportation systems.
- Designed a mobile cash register terminal and admin panel, used by intercity bus operators in 15+ regions, boosting boarding speed by 30% and sales by 20%.
- Designed a cross-platform travel app "Kaliningrad Go" for the order of the state administration of Kaliningrad city. The service reached #1 in its App Store category on launch, gained 70K installs in 6 months, and achieved a 40% retention rate.

UI/UX Designer • Design Lead   **2017 — 2018**
Docomo Digital, Moscow, Russia
Local branch of Japan's leading telecom company.
- Led design campaigns integrating 20+ services with mobile carrier billing systems, improving user conversion by an estimated 18%.
- Led end-to-end design of a digital reading cross-platform web service for magazines of the biggest publishing house in Russia, featuring a library of publications of over 10 years of publishing 30+ magazines across lifestyle, multimedia and other categories.

Product Designer • UI/UX Designer   **2017 — 2018**
Anywayanyday, Moscow, Russia.
Booking platform for flights and hotels.
- Collaborated with a team of 2 designers and developers to create a cross-platform booking service with 40% of direct visits, contributing to feature development and user experience improvements.
- Designed logistics service Smart Seeds, a management b2b product that is used by 10K+ transporting companies in 25 regions of the Russian Federation.

UI/UX Designer • Art director   **2014 — 2017**
Zephyrlab, Moscow, Russia

- In 5 days Launched "Our Forest" government and public initiative landing page and customer funnel and gained a web design award Tagline 2015.
- Developed Dobrodel, the feedback portal for the Moscow Region Government (4M+ users, 14K+ monthly growth, Runet Award 2015).
- Led design process of the "MTS Money" wallet mobile app, collaborating closely with the development team (5 million downloads в Google Play and ~1.5 Monthly Active Users).

Web Designer   **2012 — 2014**
Foremost Design, Moscow, Russia

- Independently designed and maintained 30+ websites, apps, and portals for diverse clients.
- Created IT ecosystem for innovative car washing company Park-n-Go: management application, web resources, brand style, logo and marketing assets.

EDUCATION

Moscow University of Economics, Statistics and Informatics (MESI), Faculty of Information Technology, major in Mathematical Support and Administration of Information Systems,

User Interface and Information Presentation — A Practical Course by Ilya Birman
Mad Rabbit — Blender Course
Black Figma Box — Icons & Illustration Intensive by Kris Anfalova
Octopunish — Illustration & 3D Intensive

LANGUAGES

Russian: Native / English: B2

SKILLS

UX/UI Design, Product design, Graphic Design, Motion Design, Interactive Prototyping, Design Systems, Typography, Mobile & Desktop Application Design, Design Management, Design Strategy, User Research, Visual Design, Figma, Miro, Adobe Creative Suite, Usability Testing, Agile, Scrum, Chat GPT, Midjourney.