

Alexander Rezanov
1988—

graphicarray@gmail.com
+7 911 7622644
Currently based
Saint-Petersburg

Hello. I am designer with 10+ years experience working with a diverse range of projects: from user interface to branding. My specialization lies at the meeting point of brand and digital: creating user experiences, information architecture, design for web, mobile and as well visual identities.

My passion is usable and visually/typographically strong interfaces, websites, apps, design systems and brand experiences.

EDUCATION

Saint Petersburg State University
of Industrial Technologies and Design
Information technologies in design
2006—2011, diploma with excellence

Dima Barbanel Masterskaya
Offline 2010 advanced typography course

SKILLS

UI/UX, Interface design, Art direction, Prototyping, Branding

Figma, Sketch, Adobe Photoshop, Adobe Illustrator
HTML/CSS (basic level)

WORK EXPERIENCE

Clay Global, Senior Brand Designer
2021—2022

Projects of that period include:

- Branding a large startup for the US market with a team from the investment dept of Goldman Sachs. Scope of work: brand deliverables and big design guideline.

Independent UI/UX Designer and Brand Designer
2016—Ongoing

Projects of that period include:

- Corporate website and brand identity for a tech company
- Branding for a NFT marketing platform
- Website and brand book for a large construction company
- Currently finishing 2 large fashion ecommerce projects

WB—Tech, Lead UI/UX Designer
2012—2016

I have done such projects as:

- Media + web service about microbiology
- An aggregator of extreme tours
- Product for analyzing and managing bond portfolios
- Web service for selecting and booking apartments in Europe (pre-Airbnb rental business model)
- Landing page and a SAAS product for automating the work of backend developers with emails (used by employees of companies such as IBM, Atlassian, Bosch, Thoughtworks and Dell)

Studio QusQus, Graphic and Web Designer
2011

Among the projects: changing the visual identity system of the interactive agency Kelnik, rebranding the geoinformation service Politerm.