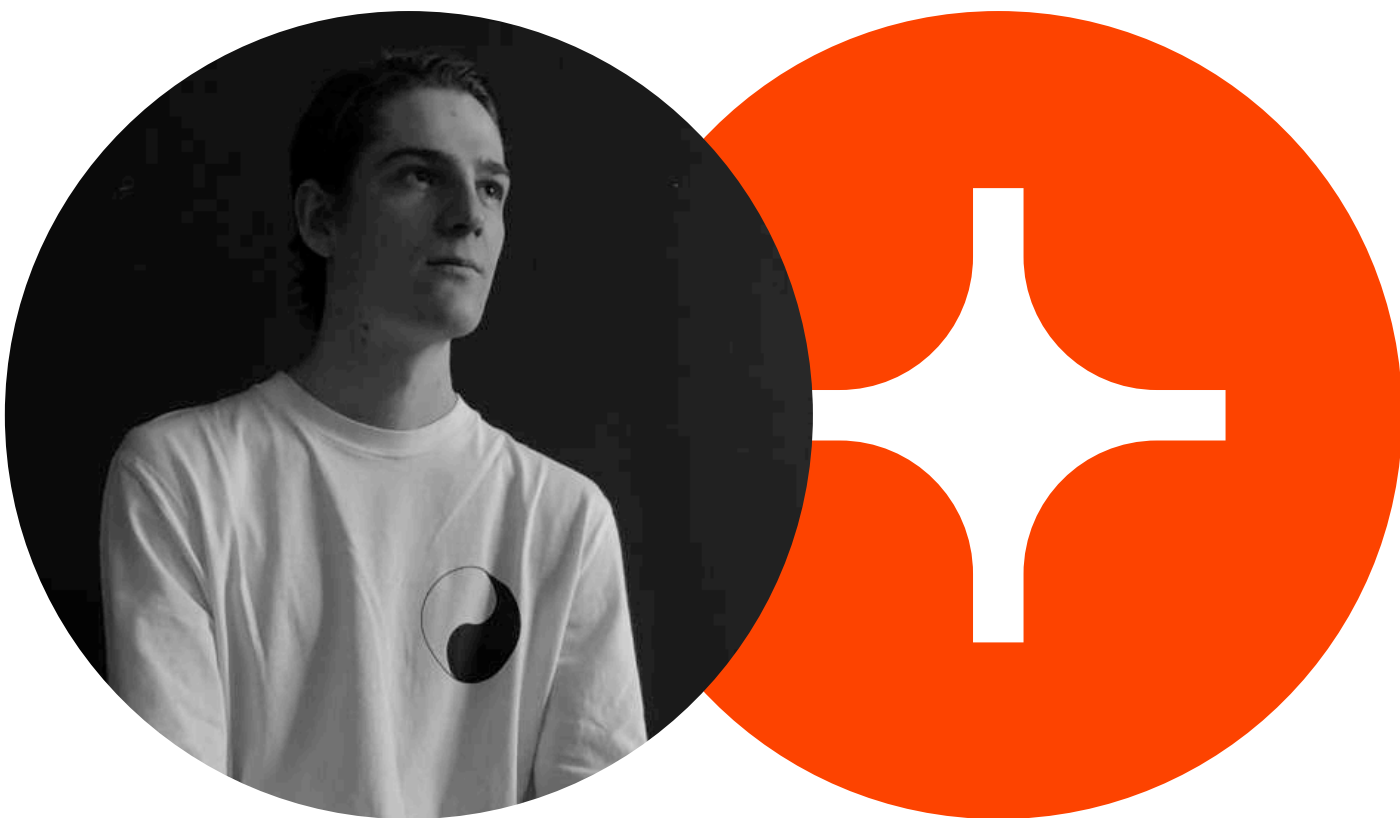A digital designer experienced in creating visually strong interfaces, websites and design systems. Based in Saint Petersburg, Russia, I'm open to remote jobs and freelance projects.

Experience

Habitant (ex Tribal Spain) — Designer, Advisor	2019 — Present https://habitant.es/
Great Simple Studio — Partner, Lead Designer, Art Director	2015 — 2019 https://greatsimple.io/
Freelance — Graphic Designer, Web Designer	2012 — 2015
Harm's (Clothing Brand) — Designer, Co-founder	2012 — 2015

Contact

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instagram.com/taragraphy

be.net/taragraphy

dribbble.com/taragraphy

angel.co/taragraphy

Achievements & Skills

Achievements

At Great Simple Studio, I was developing UI kits and design systems driven by the idea of helping designers achieve better results faster. These products are used by companies such as Ideo, Mastercard, Unicef, Salesforce, etc, they were featured on Product Hunt multiple times and gained over 10,000 upvotes in total. Our works were mentioned by such companies as Invision, Marvel, Adobe, etc.

Some of the projects I worked on were featured in curated galleries, such as Behance Interaction, Readymag Explore, Landbook, thegallery.io, Awwwards Magazine

Skills

UI/UX, Product design, Art direction

Tools:
Sketch, Figma, Adobe Photoshop, Illustrator, XD, Webflow, Readymag, HTML/CSS (beginner level)

Hosted Workshops & Talks

Series of workshops on systematic design approach, tools and ways to achieve better design results.
— Habitant, Madrid   March 2019

Conference speech "Design for Designers"
— Experience Fighters, Madrid   June 2018
Watch: https://bit.ly/2v647Ri

Workshop "How to create a design system in Sketch"
— Experience Week, Madrid   June 2018

Workshop "How to create a design system in Sketch"
— Saint Petersburg, self-initiate   May 2018

My Approach

My goal is not only to create interfaces but to improve the look, UX, and entire design workflow by working closely with the business and its teams, providing high results based on a systematic approach, empathy and high attention to visual design.

Systematic Approach

I believe good design is a point between creative chaos and logically-organized order. My workflow is based on organizing an idea into well-working microsystem, where every element, concept or a pattern is logically connected with each other.

With rich experience in working on component architecture behind products and UX tools, I'm able to improve, maintain or design from scratch even complex product ecosystems.

Vibrant Visual Design

It's no doubt that form follows function. But delivering a message, emotion, expression – is also a function, isn't it? That's why, keeping in mind usability-first and pattern-based design principles, I'm always trying to push the boundaries to create something meaningful, useful and handy.

For me typography is the first and most important component for a succesfull design project. I always pay major attention to how type helps a product deliver a message, be clear for user and express brand values.

Empathy

Behind every product, idea or brand is a human being.

Projects
Habitant

2019

habitant.es

Right now I'm collaborating with cool guys from Habitant (ex Tribal Spain). While working on their ongoing projects as a UX/UI designer, I develop an internal design methodology and series of resources that will be suitable for different creatives in Habitant. I hosted series of workshops with the team to present the methodology, get feedback and collaborate on future iterations.

In projects like this, my goal is to help design teams find their own new way of working and create an ecosystem of reusable assets to boost up the workflow and cross-team communication.

Role:
Designer, Art director

Systematic UI Design Methodology

Habitant Workshop — March 2019

4
Components

3
Object Styles
Global Styles + Specific Function.
Adding states and variations

| Button Styles | Input Styles | Surfaces | List Item Styles |

2
Layout
Defining rules for layouts

| Layout Types | Responsive Behavior |

1
Global Styles
More specific values that affects whole document

| Paddings, Margins | Text Style Pairings | Scrims |
| Guides (Horizontal) | Grid | Text Styles |

0
Zero level variables

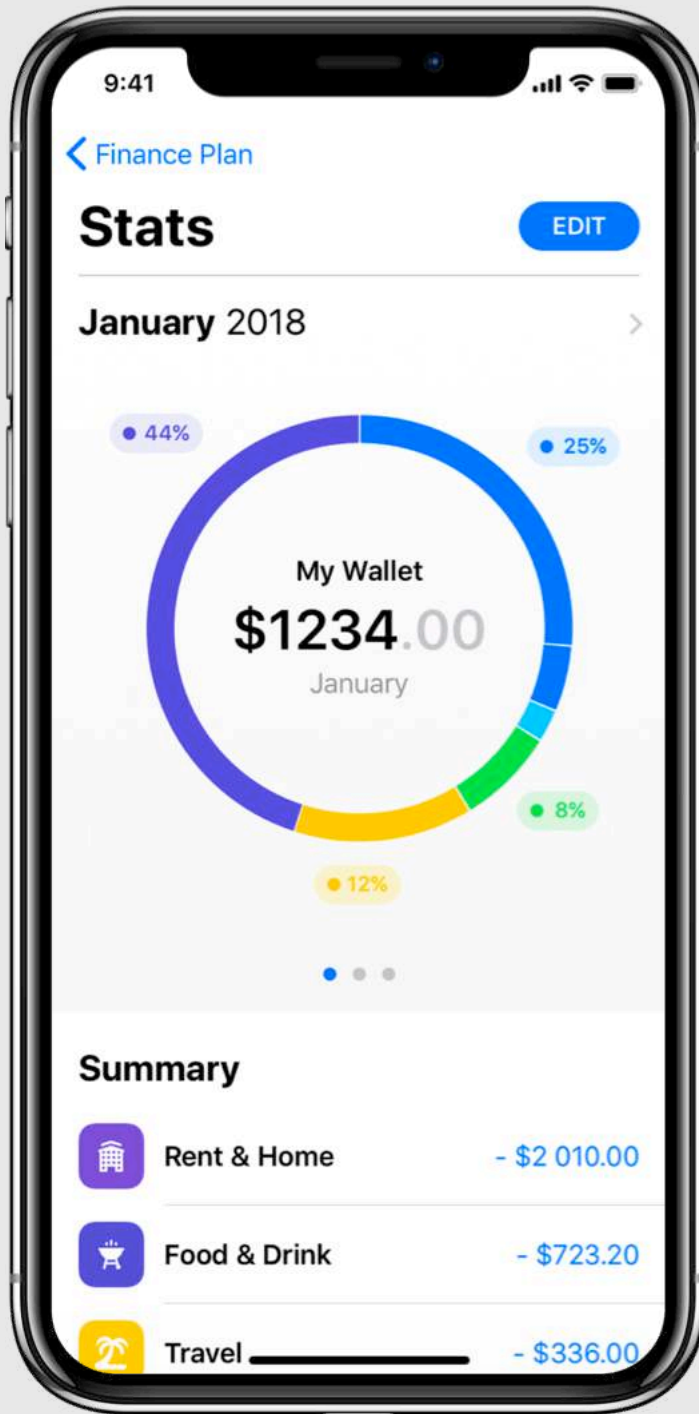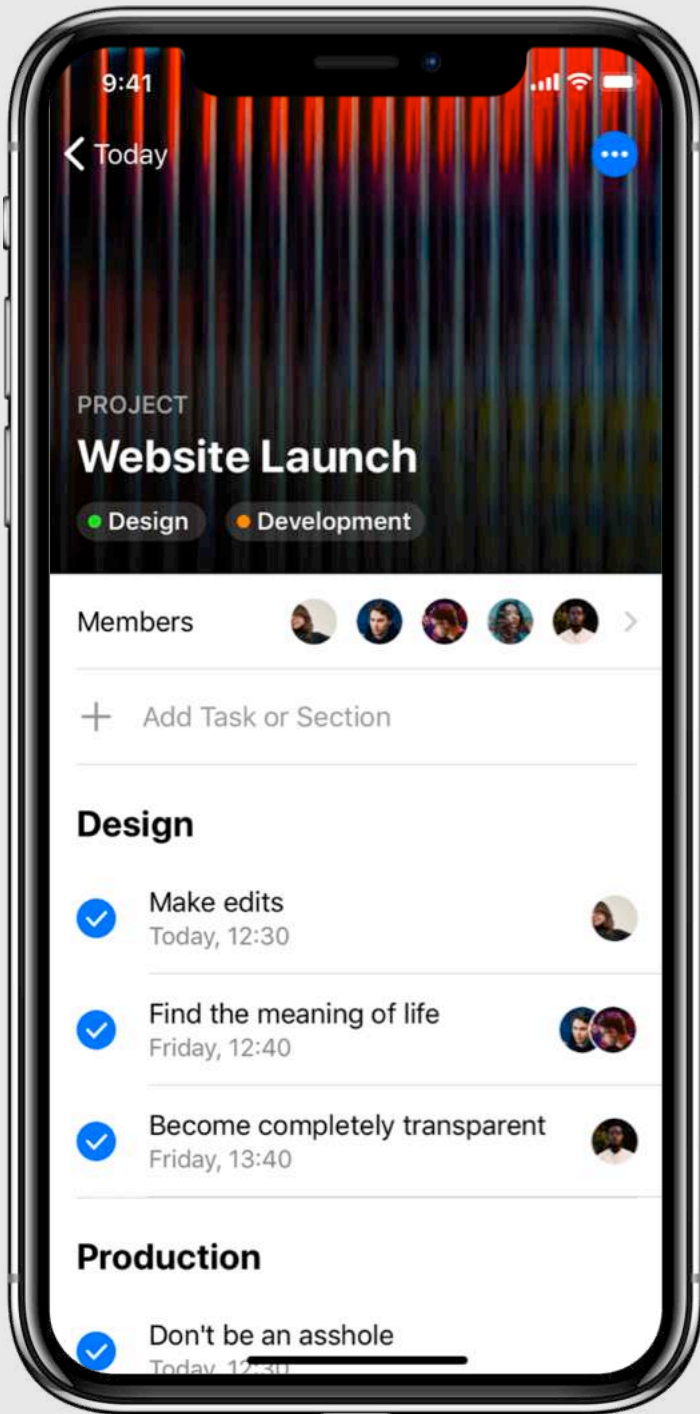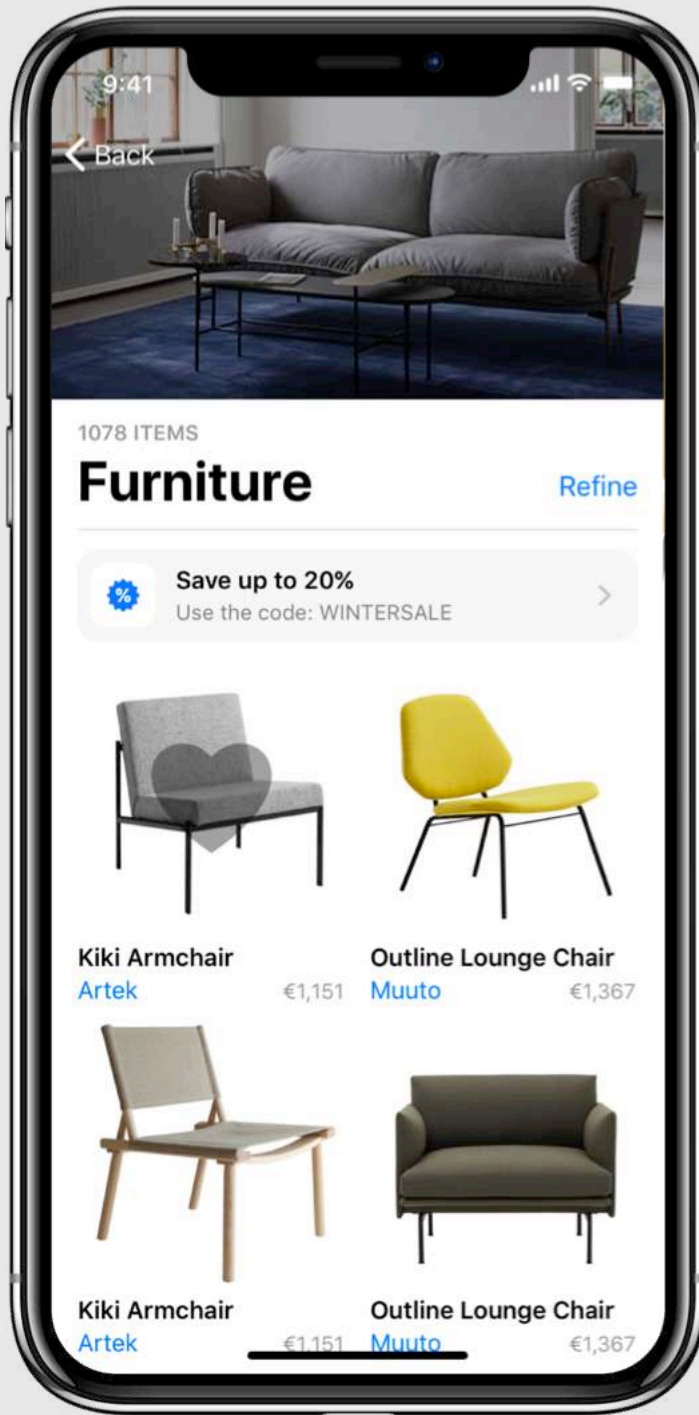| Unit | Font |

Projects
iOS Design Kit

2018 – 2019

iosdesignkit.io

For iOS Design Kit I've created a visual concept, built symbols and styles architecture and led a design process as the art director, working closely with our team. I have also designed a major amount of templates by myself, as well as iosdesignkit.io website and all marketing assets.

iOS Design Kit became a major brand on UI resources market and has been purchased by companies such as Bain&Company, Salesforce, Coinbase, McKinsey&Company, etc.

Watch video tutorial:
https://www.youtube.com/watch?v=Dy4GXiGW9F0

Role:
Designer, Art director

Projects
Platforma

2018 – 2019   platforma.ws

I have been working on Platforma Wireframe Kit series as a product designer. The main goal was to make a universal, intuitively organized and clean-looking library of wireframe templates for Web and iOS projects. I've created a visual concept, built symbols and styles architecture and led the design process as the art director.

Currently, Platforma products are the market leaders, purchased by companies such as Mastercard, Weebly, Unicef, Reserve, etc.

Watch video tutorial:
https://www.youtube.com/watch?v=3yYR23banjU&t

Role:
Designer
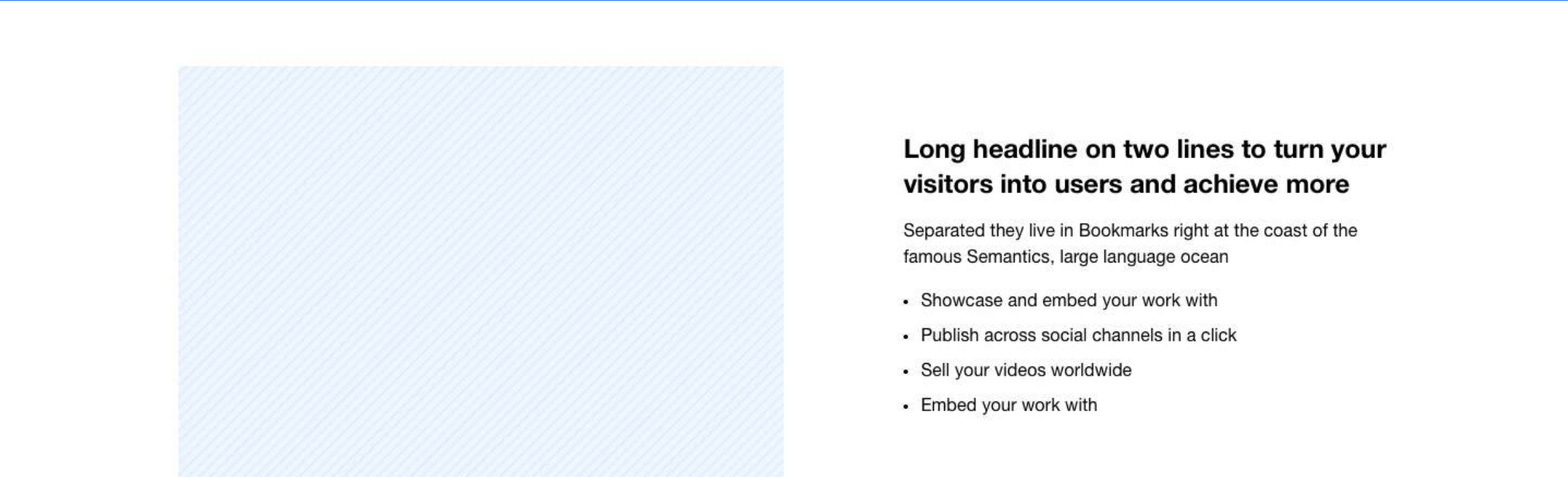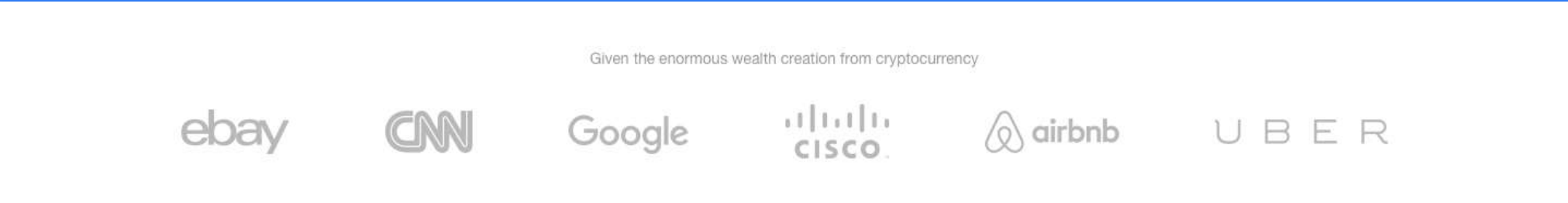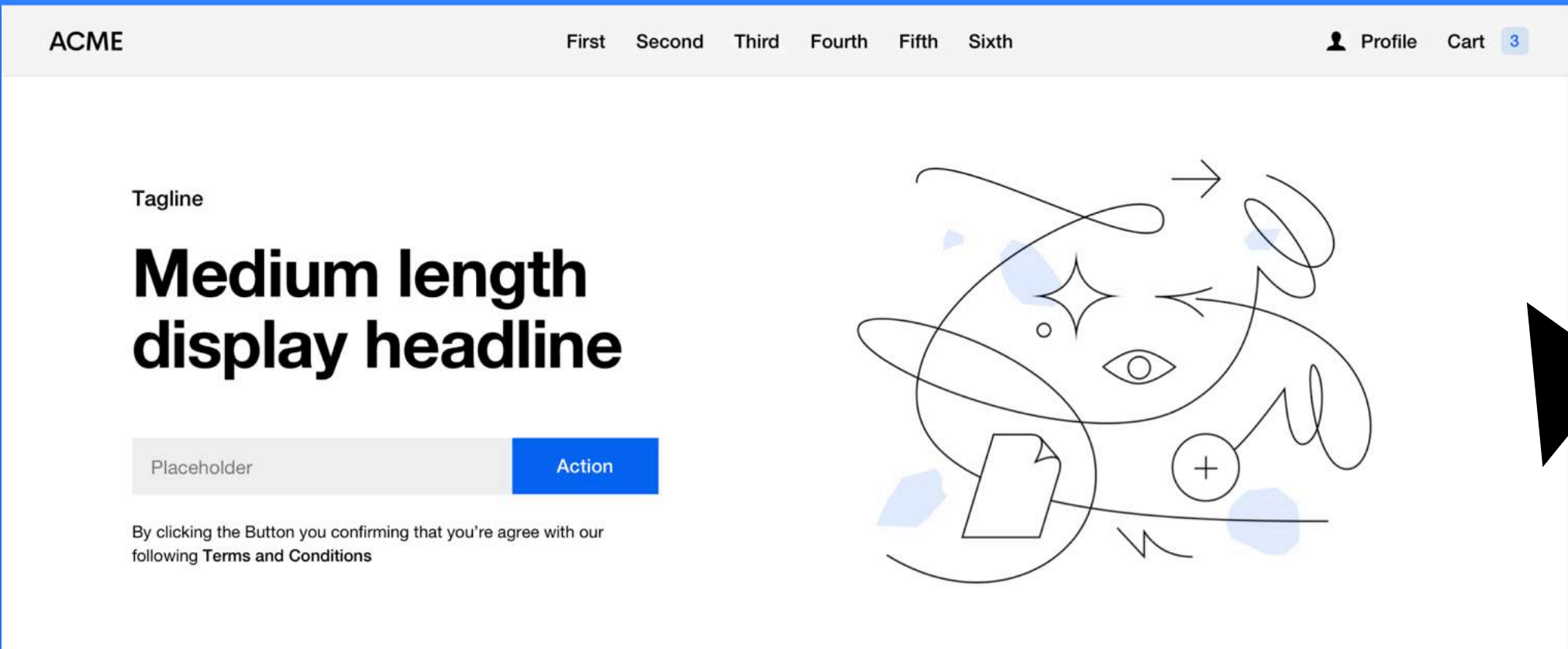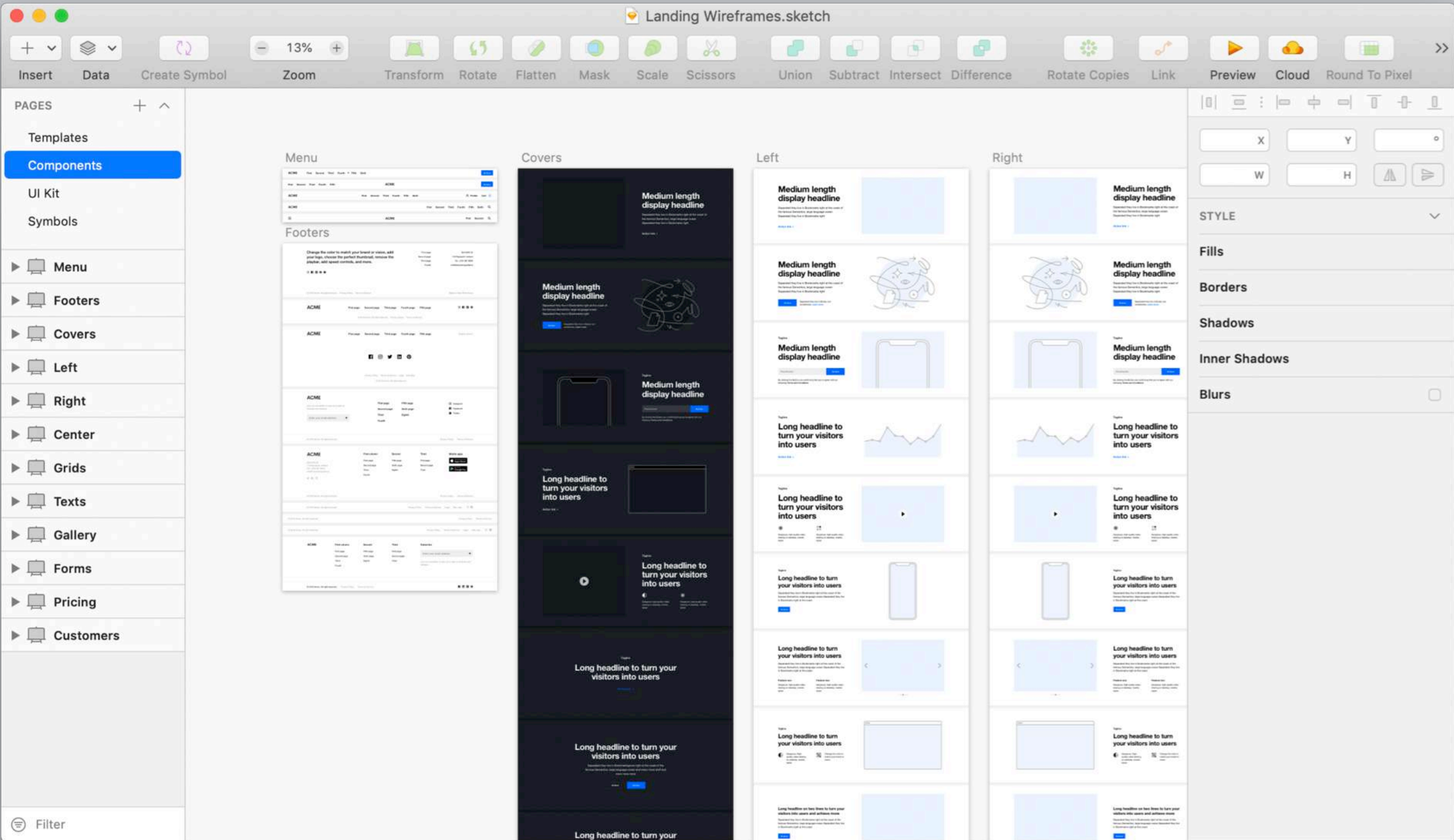
Projects
The Bundle

2015 – 2019   bundle.greatsimple.io

An enormous collection of UI kits, wireframes, templates that were created at Great Simple Studio since the day one. I was involved into designing process for all the products, working on tasks as a designer and art director.
I've also designed and built bundle.greatsimple.io website as well as all marketing assets.

Role:
Designer, Art director
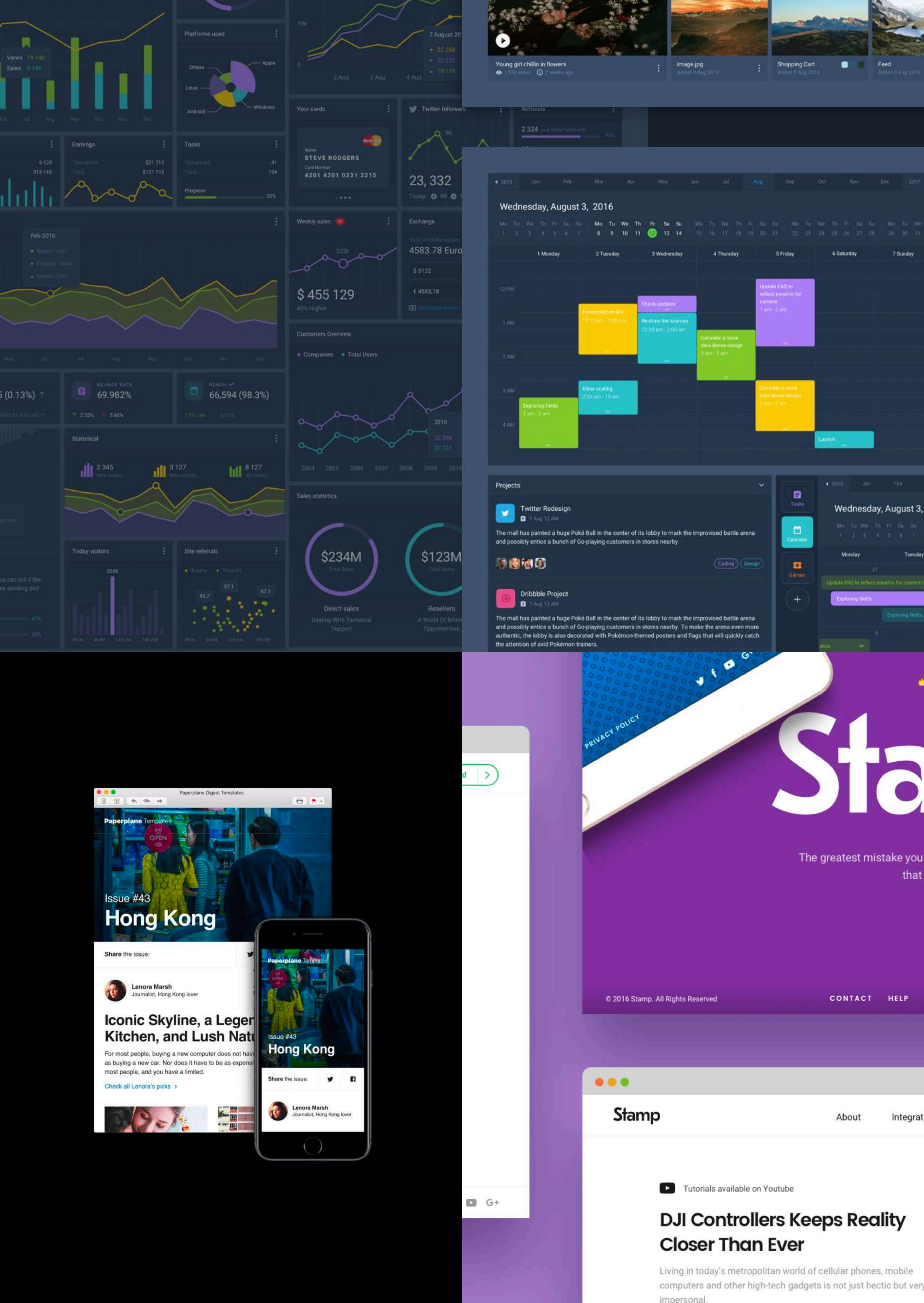
Projects
Design Files
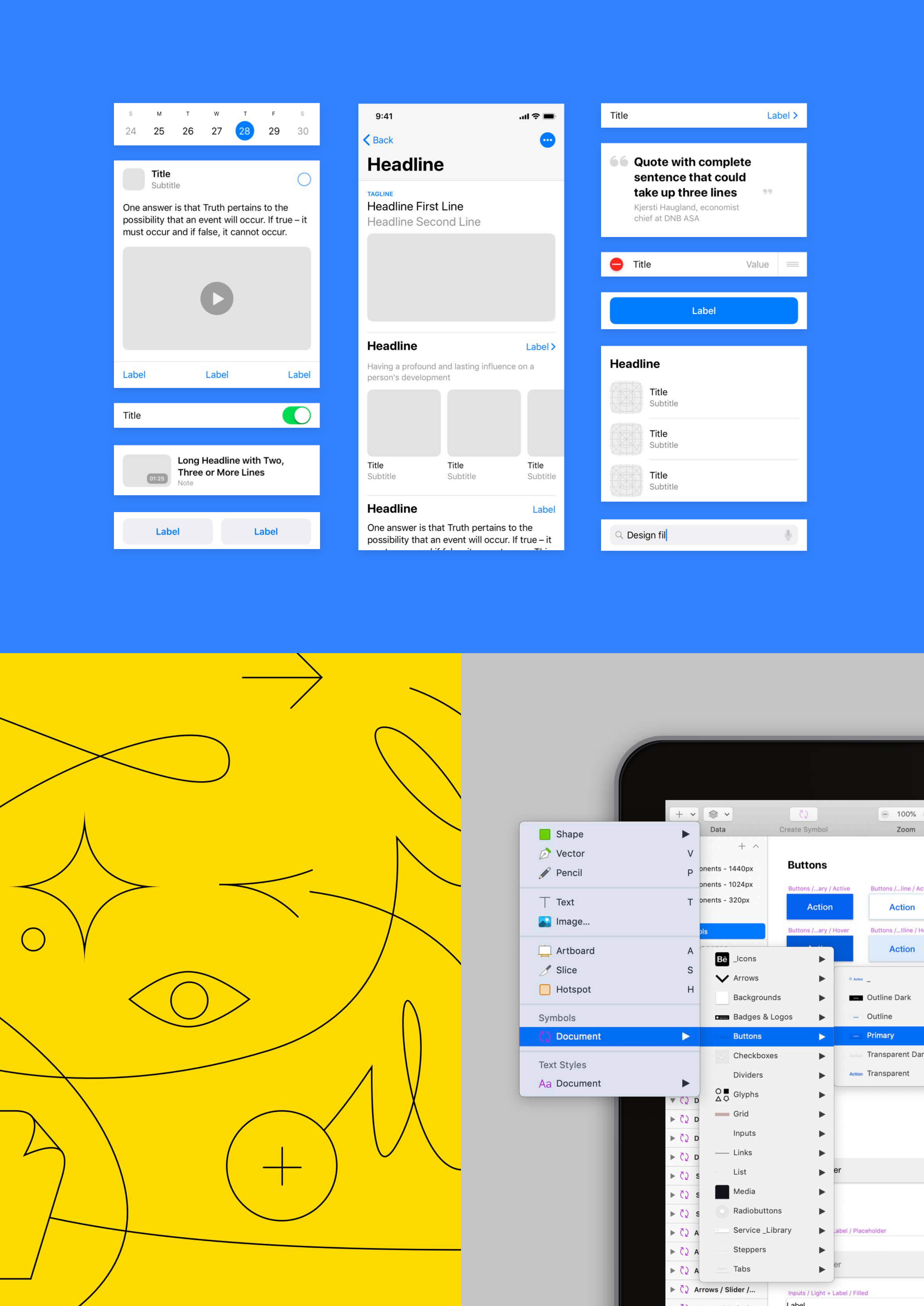
2018   files.design

I took part in the process of launching Design Files project as a designer of a product line for the marketplace. I was working on special versions of Android, iOS templates, wireframes and free resources.

I also designed some marketing and branding assets.
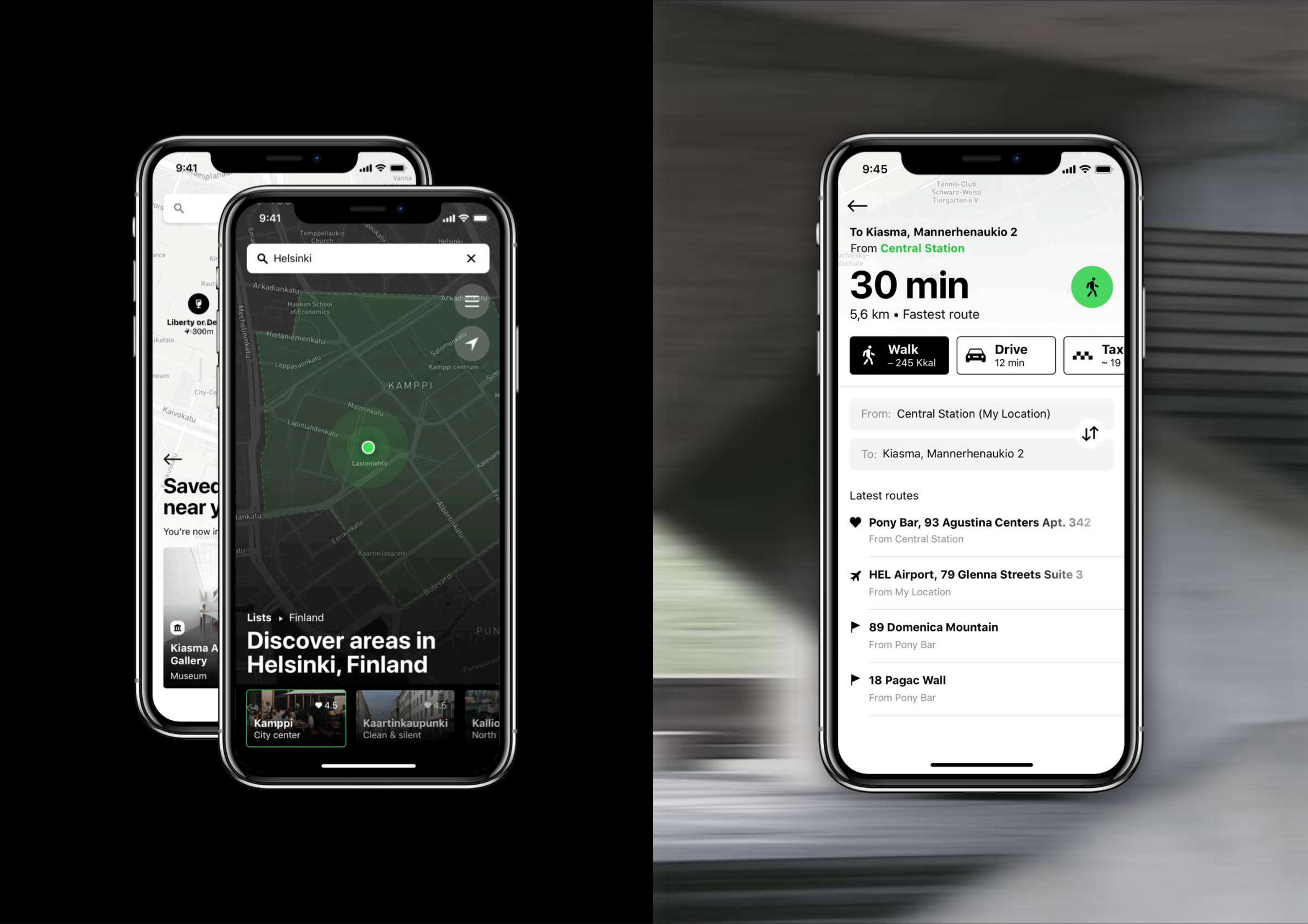
Role:
Designer

Projects
Untitled719

2017

untitled719.com

For Untitled719 I've created a visual concept and led a design process as the art director, working closely with our team. I also have designed untitled719.com website and all marketing assets.

Role:
Designer, Art director
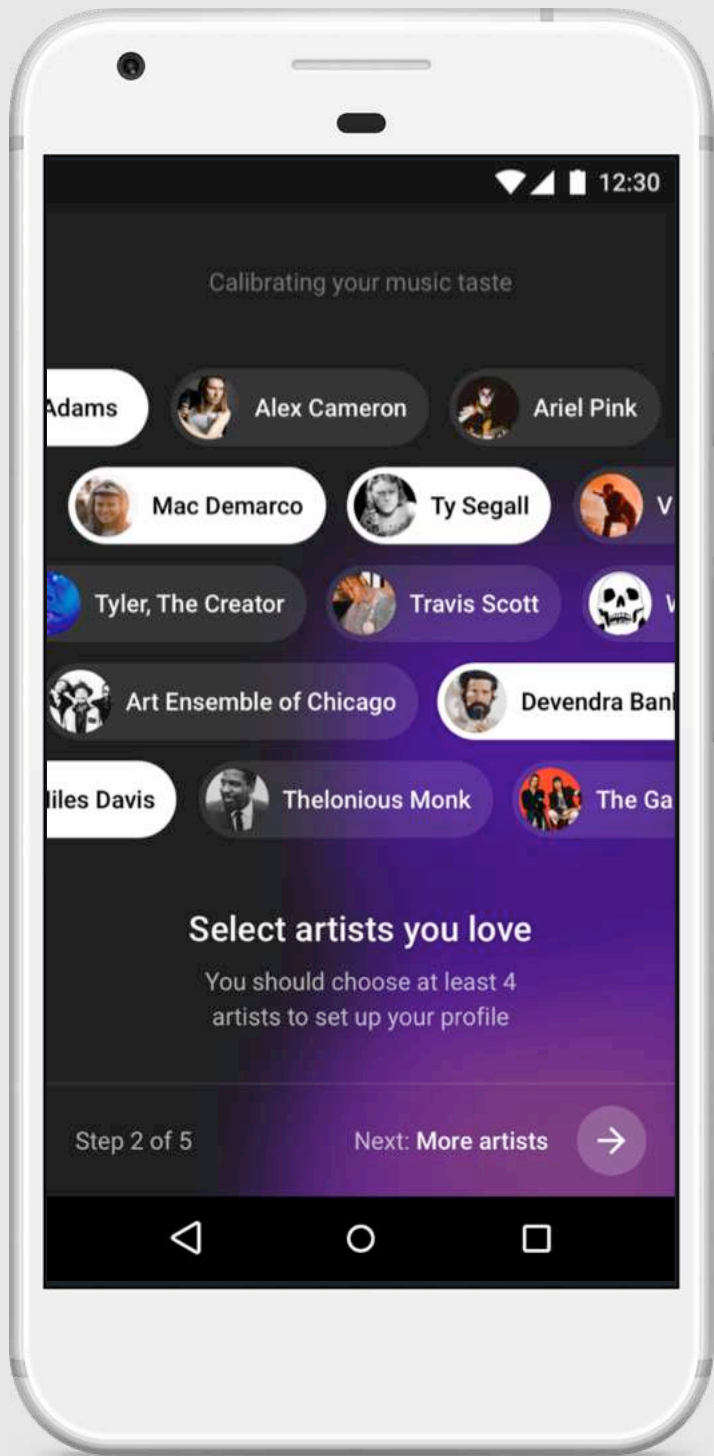
Projects
Material Design Kit

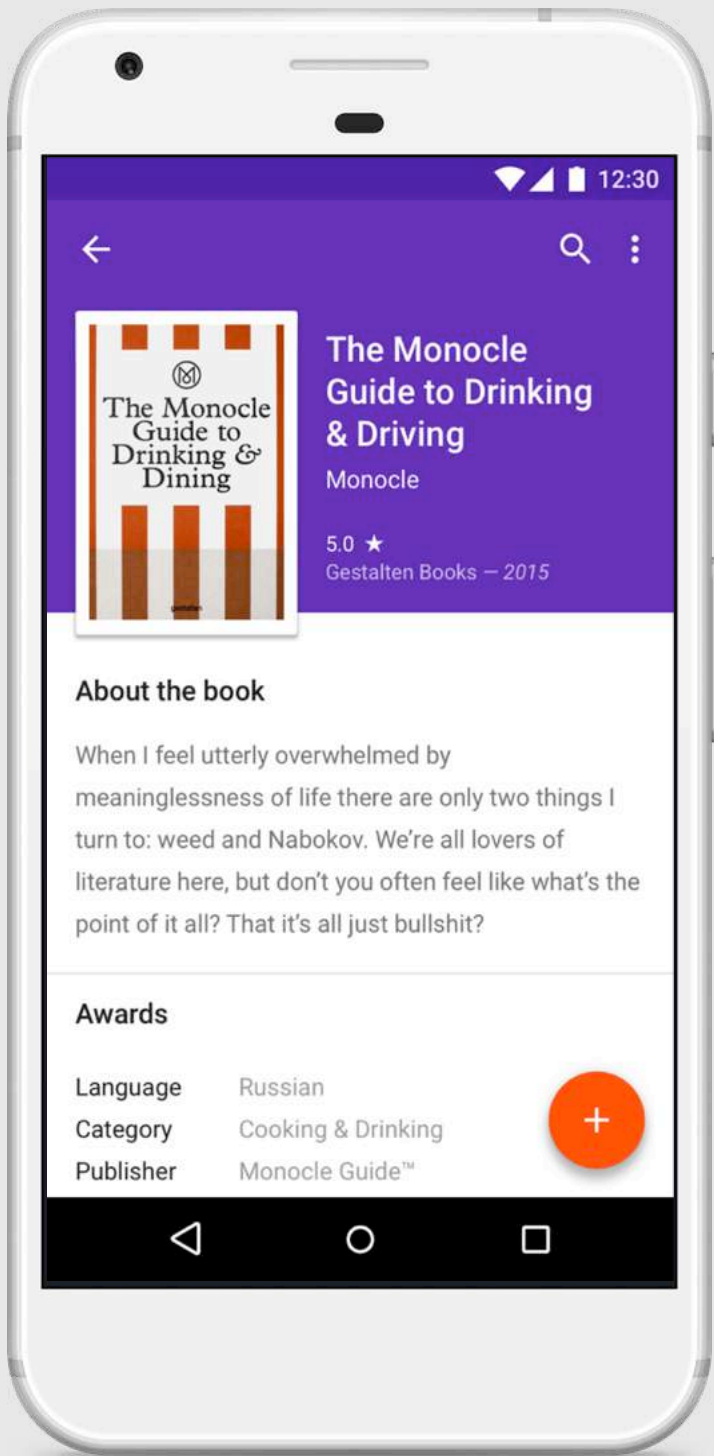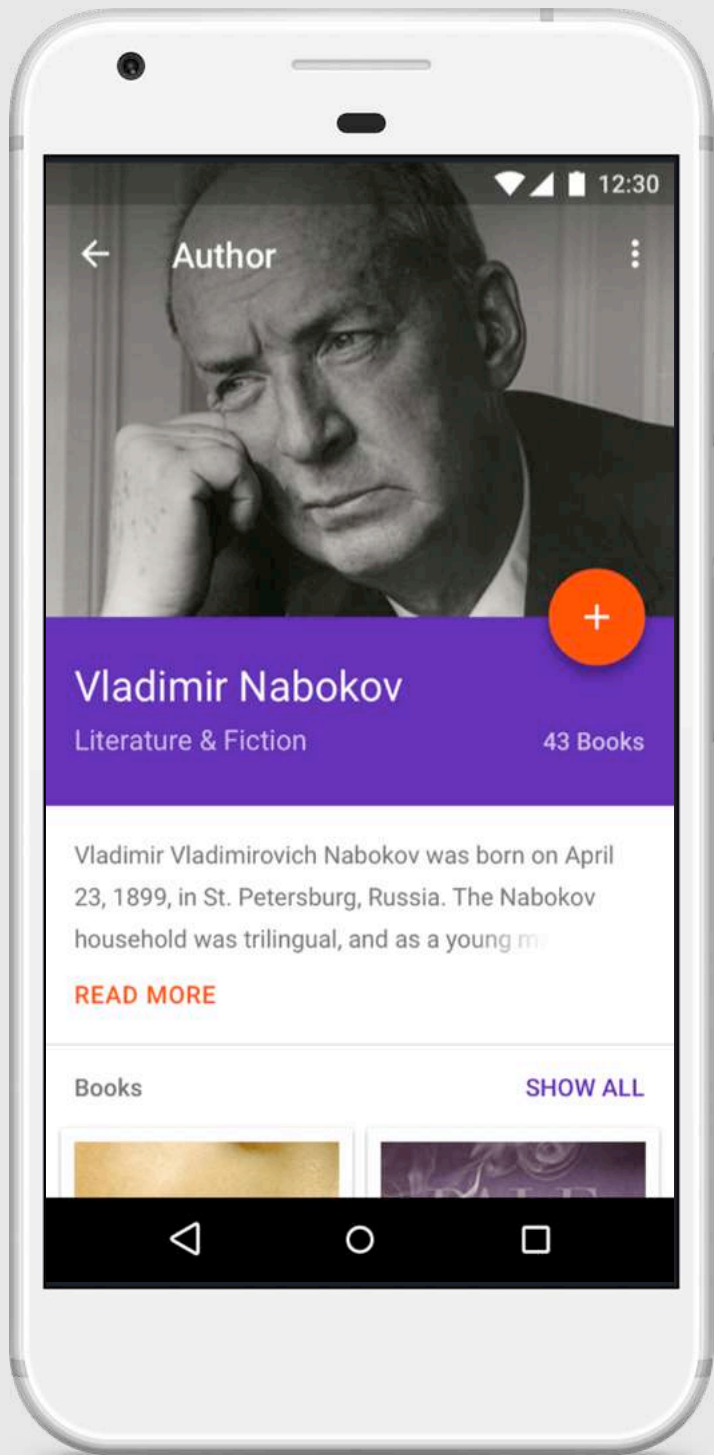2016   materialdesignkit.com

For Material Design Kit I've created a visual concept, built the symbols and styles architecture and led a design process as the art director, working closely with our team. I also have designed a major amount of templates by myself, as well as materialdesignkit.com website and all marketing assets.
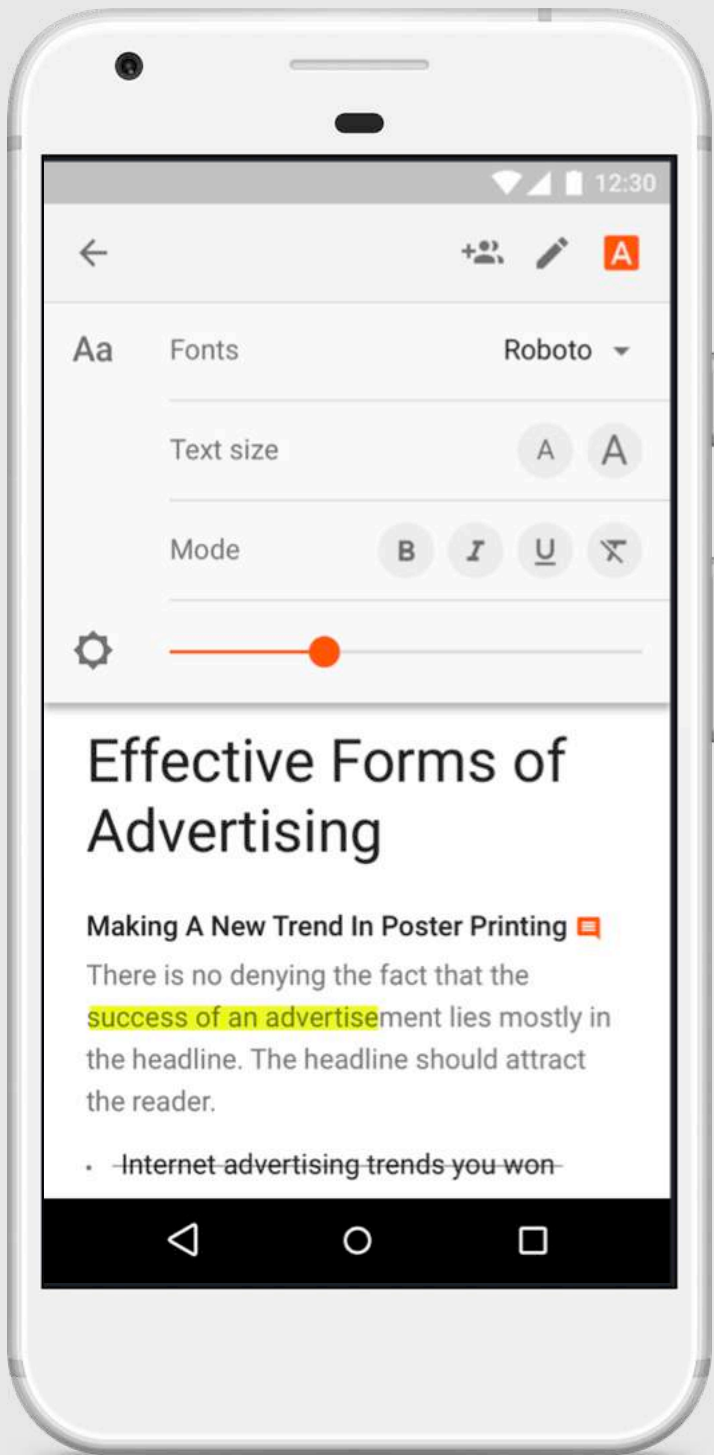
Role:
Designer, Art director

Projects
2017 Google Fonts Combinations

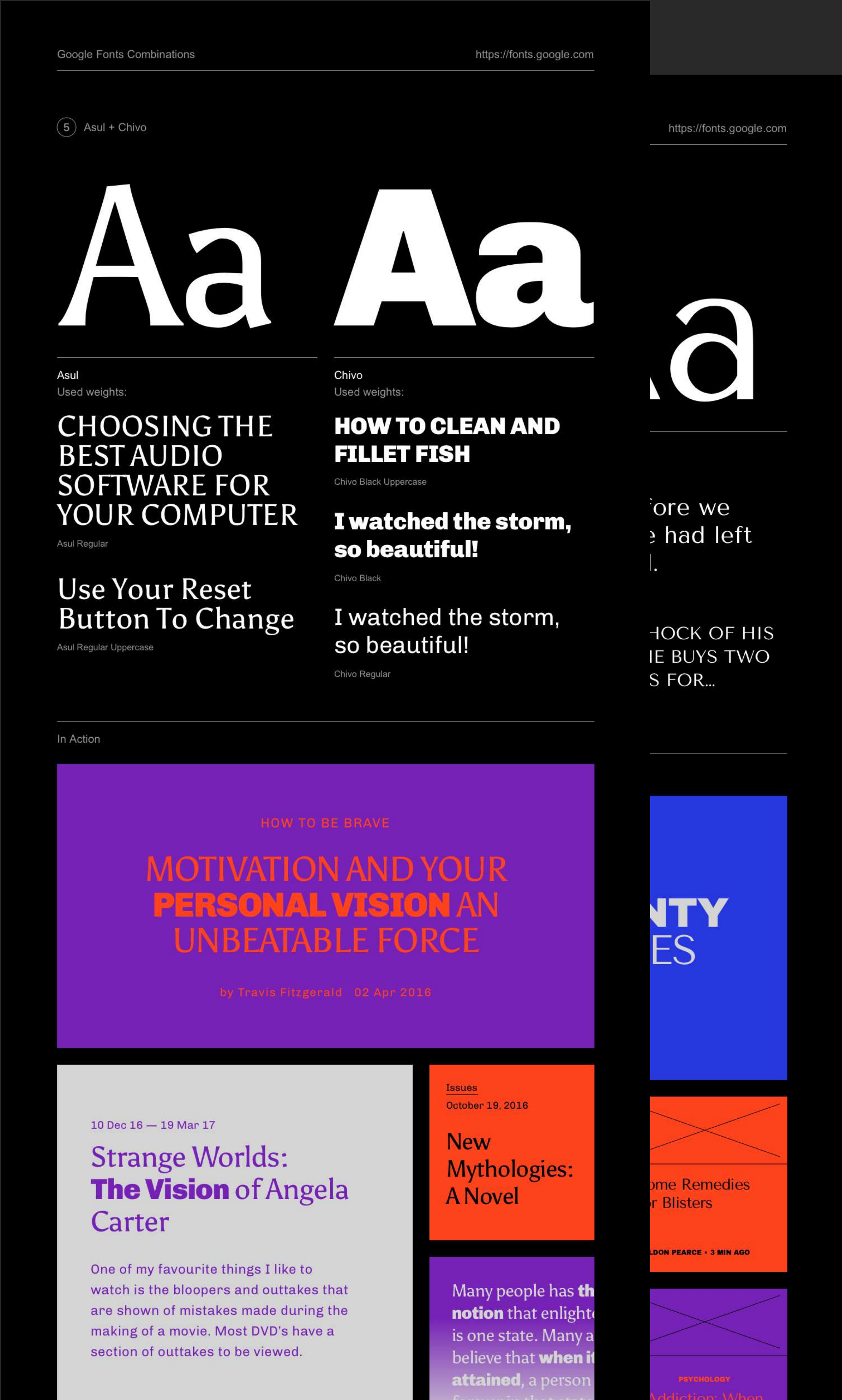2016-2017   fonts.greatsimple.io

In that experimental project I was focused on searching for nice, unusual font combinations made only with Google Fonts. I designed the website, sketch file and all marketing assets.

This project was mentioned multiple times on Twitter, was viewed almost 60k times on Behance and had a great response overall.

Role:
Designer, Art director

Google Fonts Combinations   https://fonts.google.com

5   Asul + Chivo

Aa Aa a

Asul
Used weights:

Chivo
Used weights:

CHOOSING THE BEST AUDIO SOFTWARE FOR YOUR COMPUTER
Asul Regular

HOW TO CLEAN AND FILLET FISH
Chivo Black Uppercase

I watched the storm, so beautiful!
Chivo Black

Use Your Reset Button To Change
Asul Regular Uppercase

I watched the storm, so beautiful!
Chivo Regular

In Action

HOW TO BE BRAVE

MOTIVATION AND YOUR **PERSONAL VISION** AN UNBEATABLE FORCE

by Travis Fitzgerald   02 Apr 2016

10 Dec 16 — 19 Mar 17

Strange Worlds: **The Vision** of Angela Carter

One of my favourite things I like to watch is the bloopers and outtakes that are shown of mistakes made during the making of a movie. Most DVD's have a section of outtakes to be viewed.

Issues
October 19, 2016

New Mythologies: A Novel

Many people has **th**
notion that enlight
is one state. Many a
believe that **when it**
attained, a person

Projects
Personal projects

Ultima Pro – 2019

ultima.pro

I designed a website for a company that works with complex audio-video-solutions and used Webflow to build it.

Elena Tarasova – 2019

development in progress

As a task for my HTML/CSS lessons I've designed and now building a personal page for my wife, who is a psychotherapist.

Taragraphy Diary – 2019

development in progress

I always wanted to have a place, some kind of a playground, where I can collect my photos, small design ideas, thoughts and jokes. So I've designed and now building the Diary – a monthly updating gallery of my design and culture vision.
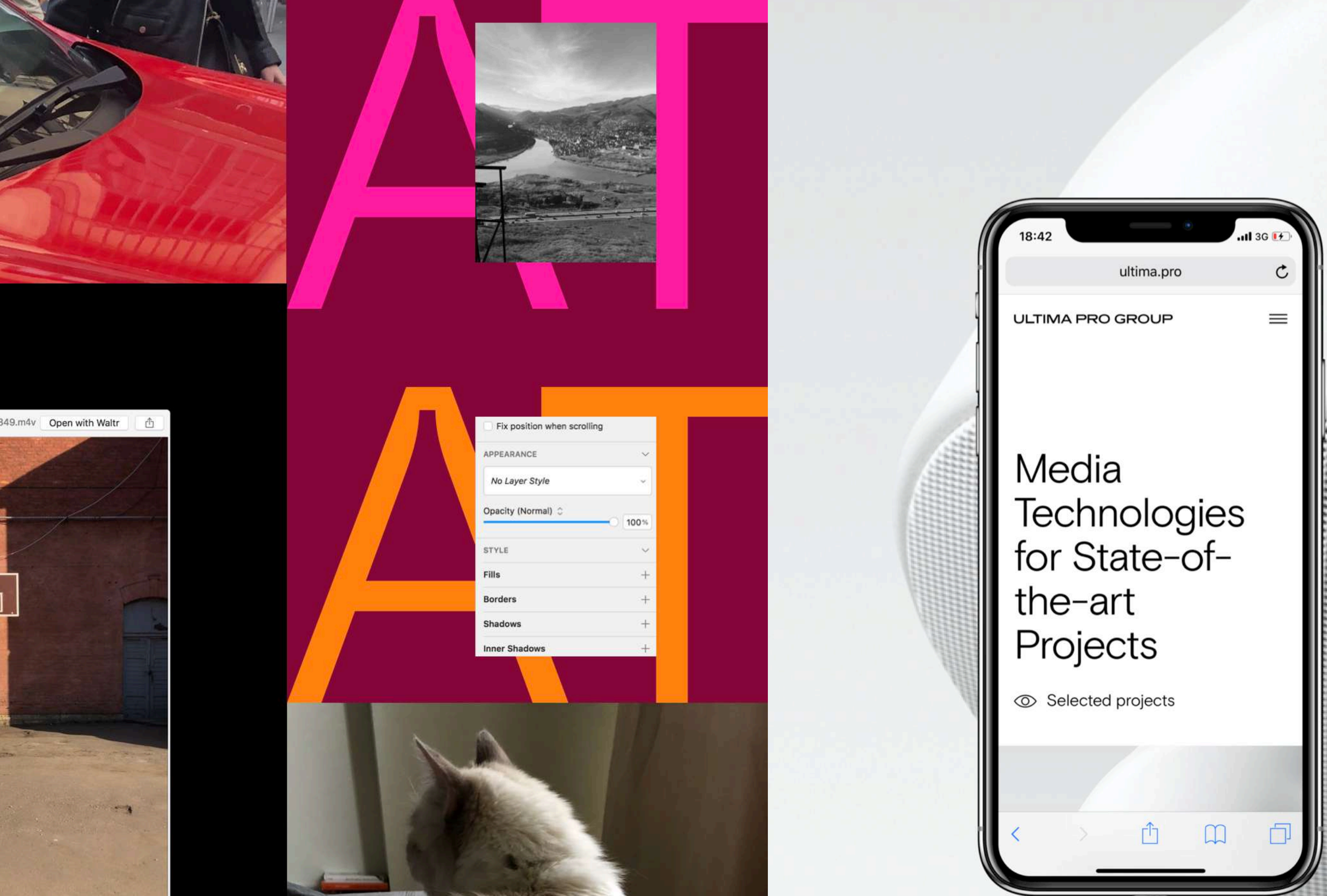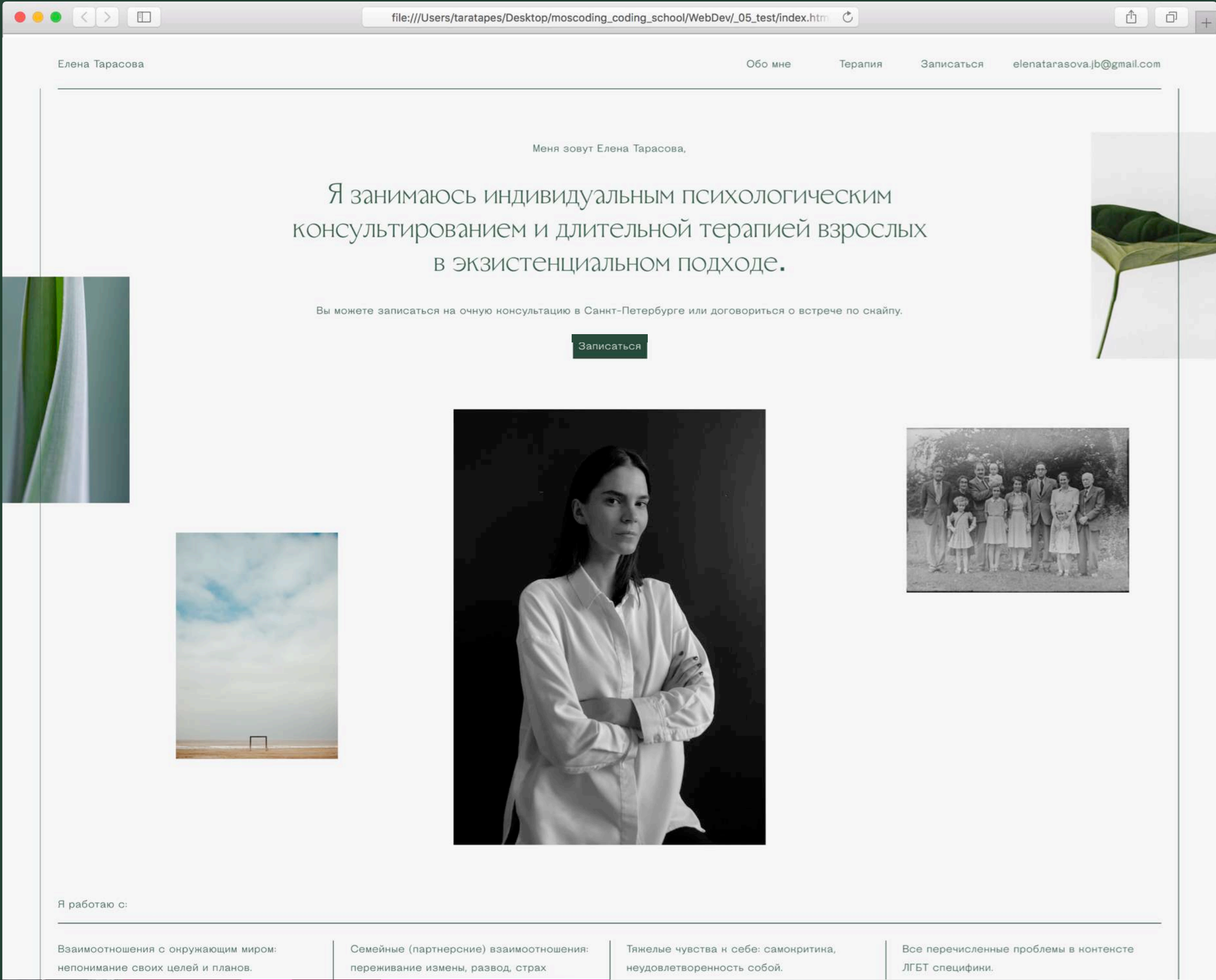
Thanks!
Feel free to contact me any time.

Contact

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be.net/taragraphy

dribbble.com/taragraphy

angel.co/taragraphy