

# George Reznikov

## Product Designer

### About

I'm a designer with 9 years of professional experience.  
I love designing beautiful and intuitive interfaces on any platform.  
I constantly follow trends, learn fast and know how to make complex things simple.

### Experience (9 years)

#### CYBERKICK

**PRODUCT DESIGNER**    *JULY 2022 - AUGUST 2023*

- Collaborated closely with product manager, developers, QA, marketing team to design and develop B2B and B2C products
- Implemented a user-centered design approach and conducting usability testing to continuously improve products
- Created wireframes, mockups, and interactive prototypes in Figma to effectively communicate design ideas and gather feedback from stakeholders.
- Collaborated with the development team to ensure the successful implementation of design concepts, providing guidance and support throughout the development process
- Worked closely with the marketing team to create visually appealing and compelling product banners, including UI elements and graphics.
- created motion graphics for google play and lottie animations for apps

#### FC LOKOMOTIV MOSCOW

**UX/UI DESIGNER**    *JULY 2021 - APRIL 2022*

- I led all design processes in the club (2 designers and production agency)
- Worked on simplifying complex user experience, making it easy and clear
- launched main website with e-shop ([www.fcilm.ru](http://www.fcilm.ru)) and designed a loyalty program “Sostav” (logo and identity creation, UX copywriting)
- collaborated with a product marketing team to achieve best financial results
- developed design concepts and its further scaling
- created UI kits and components
- created motion graphics for (the football club's video channel) Loko TV

#### YANDEX PRACTICUM

**UX/UI DESIGNER (BOOTCAMP)**    *JANUARY 2021 - OCTORBER 2021*

- introduced and developed UX/UI concepts for digital products: mobile apps and adaptive websites
- worked by using IOS human interface guidelines & android material design
- identified problems in digital products and implement solutions
- worked with a design system, components, and brand guides
- conducted competitor and UX analysis for apps and websites
- provided UX-researches, processed the results, and built CJM
- created hypothesis, User & Job stories, JTBD, and User flows
- designed wire frames, interactive prototypes, and final UI
- conducted usability testings with further iteration
- contributed by creating and maintaining design system components
- UX copywriting

#### TBWA MOSCOW

**CREATIVE DESIGNER**    *APRIL 2018 - JULY 2021*

- developed creative design concepts to clients (Alcon, Nissan, HP, Adidas, Gazprom)
- designed visual content: key visuals, car retouching, landing pages, websites
- created motion design for cases and internal projects
- created and edited Power Point/Keynote presentations for clients
- mentored and instructed interns who now work as middle designers


#### THE DIRECTORS

**DESIGNER**    *SEPTEMBER 2015 - APRIL 2018*

**JUNIOR DESIGNER**    *JUNE – SEPTEMBER 2015*

**INTERN**    *APRIL – JUNE 2015*

- designed original graphics for 33 Fanta Mini Apps on VK.com
- ideated and produced visual content for Sprite and Semper on social media platforms
- designed a website encyclopedia for Semper and its products
- created a special project website for Coca-Cola and designed limited edition cans for the rock/pop/hip-hop summer campaign
- designed the layout of print collateral: brochures, flyers, banners, etc.

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### Skills

- UI & GRAPHIC DESIGN
- MOBILE DESIGN
- WEB DESIGN
- WIREFRAMES
- INTERACTIVE PROTOTYPING
- UX RESEARCH
- CJM, JTBD, USER & JOB STORIES
- UI KITS & DESIGN SYSTEMS
- IOS/ANDROID GUIDELINES
- RETOUCH
- MOTION DESIGN
- HTML/CSS/JS (BASICS)

### Tools

- FIGMA + PLUGINS
- PHOTOSHOP
- ILLUSTRATOR
- INDESIGN
- AFTER EFFECTS
- MIDJOURNEY
- CHATGPT

### Education

**SCREAM SCHOOL**  
**MOTION GRAPHIC DESIGN**

*SEPTEMBER 2019 - FEBRUARY 2019*

**BACHELOR OF ARTS, MGUSIT**  
*2003 - 2008 MOSCOW, RUSSIA*