

# George Reznikov

## UX/UI Designer

### About

I'm a multidisciplinary designer with 8 years of professional experience and a particular interest in UI/UX design. One of the latest and favorite UX/UI case studies I want to highlight **Diversity**. Throughout my career, I have worked with big brands such as Coca-Cola, Fanta, Sprite, Nissan, HP, Adidas, McDonald's. The graphic project that I am proud of is the **design of Coca-Cola cans** for summer company. During my time at TBWA our team was awarded two Bronze Cannes Lions in Print Outdoor and Art Direction for **McDonald's case**.

### Experience (8 years)

#### FC LOKOMOTIV MOSCOW

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

- designed visual identity and its graphic elements (social media, outdoor advertising, prints, stadium navigation)
- launched main website with e-shop ([www.fclm.ru](http://www.fclm.ru)) and designed a loyalty program “Sostav” (logo and identity creation, UX copywriting)
- collaborated with a product marketing team to achieve higher 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 (STUDENT)** JANUARY 2021 - OCTORBER 2021

- introduced and developed UX/UI concepts for digital products: mobile apps and adaptive websites
- 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

### Education

- SCREAM SCHOOL  
MOTION GRAPHIC DESIGN  
SEPTEMBER 2019 - FEBRUARY 2019
- BACHELOR OF ARTS, MGUSIT  
2003 - 2008 MOSCOW, RUSSIA