


George Reznikov


UI/UX Designer


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 @GeorgeOwlson

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Education

YANDEX PRACTICUM
UX/UI DESIGNER
JANUARY 2021 - OCTOBER 2021

SCREAM SCHOOL
MOTION GRAPHIC DESIGN
SEPTEMBER 2019 - FEBRUARY 2019

BACHELOR OF ARTS, MGUSIT
2003 - 2008 MOSCOW, RUSSIA

Skills

FIGMA

PHOTOSHOP

ILLUSTRATOR

INDESIGN

AFTER EFFECTS

HTML/CSS/JS (BASICS)

About

My name is George. I'm a multidisciplinary designer with 8 years of experience and a particular interest in UI/UX design. Throughout my career, I have worked with big brands such as Coca-Cola, Fanta, Sprite, Nissan, HP, Adidas, McDonalds. During my time at TBWA our team was awarded two Bronze Cannes Lions in Print Outdoor и Art Direction.

Work experience

FC LOKOMOTIV MOSCOW / ART DIRECTOR

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) 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 motion graphics for (the football club’s video channel) Loko TV

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

THE DIRECTORS / DESIGNER

APRIL 2015 - APRIL 2018

- was promoted within a six-month timeframe for exceeding goals
- 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.