

## PROFILE

I pursue design because of its vast potential to help people in day-to-day life, and for its integration of beauty and utility. I'm keen on exploring human-centred, interactive, engaging design, also, researching and prototyping which helps think through interaction models and new possibilities. After all, I want to apply my skills to create a positive impact.

## EXPERIENCE

### Simila Cyprus Ltd, Paphos, Cyprus

UI/UX Designer & Advertising Manager Jul 2017 – Present

Collaborated closely with stakeholders to design a responsive, intuitive and engaging website across the property and car rental products on multiple devices.

**Accomplishments:** Revised and improved the information architecture to make users easy to navigation on the website which leads to an increase of the conversion rate by 30% over an older design. Updated brand logo and assets, created and implemented streamlined document templates, created more reliable and cohesive brand perception which is confirmed by Traveler's Choice 2020 from TripAdvisor.

**Product Marketing:** managing an organisation's online presence including public relations, communications and social media management and created and optimise content for the Web site using a variety of graphics and information from different courses.

**UX / UI Design:** conducted custom UX-research, developed of user interaction scenarios, user flows, identifying problems and user needs, prototyping, competitive analysis, and visual design.

### Freelancer (contracts)

UI/UX Designer Jan 2015 – Present

As a freelance designer, have worked on a wide variety of clients from Canada, the UK, the USA, Ukraine and more to deliver multiple design projects, including UI design, UX flows, storyboards, layout design, landing pages, illustration, typography, and motion graphics, drawing icons and flat illustrations. Built UI mockups and prototypes. Collaborated with engineers to ensure high- quality implementation.

In all my project I use knowledge of guidelines material design and human interaction guidelines, which lead to creating modern and fashionable design solutions. My design process begins from identifying a problem, conducting UX-research, developing users interaction scenarios, creating user flows and interactive prototypes. After that, I create concepts of mobile applications or websites with a library of components. The last stage of the project is the development, where I working closely with engineers and developers, preparing layouts and documentation.

### Kharkov For Rent, Kharkiv, Ukraine

Web Designer & Marketing Manager May 2010 – Dec 2014

Worked closely with the owner to develop a corporate design system, including logo, typography, image style, colours and design principle defining visual parameters for the local property rental service. Created user experience and user interface across mobile and web platforms. Worked with the marketing team and engineers to conduct user research, create personas, UX flows, wireframes, and low to high fidelity prototype.

### Dream Way, Kharkiv, Ukraine

Photographer & Social Media Coordinator Mar 2011 – May 2013

## VOLUNTEERING

### International Children's Heart Foundation, Memphis, TN, USA

Photographer Sep 2011 – Feb 2013

Worked with an international team of doctors and nurses visiting the Kharkiv Children's Hospital. Prepared photo-based visual storylines of the children through their treatment and recovery journey, and prepared presentations for social media reporting and fundraising programs.

## SKILLS

UI/UX Design  
Mobile Design (iOS & Android)  
Interaction Design  
Branding + Identity  
Wireframing  
Clickable Prototyping  
Information Architecture  
Design Libraries & Components  
Flat Illustrations

## TOOLS

Figma App  
Sketch App  
Adobe Creative Suite  
Principle  
Webflow  
Invision  
Pen & Paper

Basic HTML/CSS  
Basic After Effects

## EDUCATION

### Sochnik Design School

Web & UI Design

Jan 2017 – May 2017

### STEP Academy

Computer Graphics & Design

Sep 2008 – May 2009

### Kharkiv National

University of Economics

Master's in Business Economics

Sep 2005 - May 2010

## LANGUAGES

**English** IELTS - Overall 7,5  
Fluent

**Ukrainian**

Native

**Russian**

Fluent