

EXPERIENCE

Product Designer

Forge Studio

Winnipeg, Canada
May 2021 – Present

Product Designer on a variety of projects from small startups to large companies. During my time in the company, I'm working with stakeholders, engineers and product managers on implementing new features, redesigning outdated UX experiences and creating an appealing visual appearance of the product.

Web Designer & Marketing Designer

Simila Cyprus Ltd

Paphos, Cyprus
Oct 2014 – Jun 2022

- Collaborated closely with stakeholders to design a responsive, intuitive and engaging website across the property and car rental products on multiple devices.
- 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 templates, created more reliable and cohesive brand perception which is confirmed by Traveler's Choice 2020, 2021, 2022 from TripAdvisor.
- 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.
- Conducted user research, user journey maps, identifying problems and user needs, prototyping, competitive analysis, and visual design.

Web Designer & Marketing Designer

Kharkov For Rent

Kharkiv, Ukraine
May 2010 – Dec 2014

- Solo designer at a small family business where I led and designed the company's brand identity
- Conceptualized & designed ads for Google, Facebook, and Instagram
- Maintained the company website with design layout and updates (news/blog section)
- Designed, built and maintained the company website with the help of engineers
- Communicated regularly with clients

VOLUNTEERING

Photographer

International Children's Heart Foundation

Memphis, TN, USA
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.

EDUCATION

Figma Academy

www.figma.academy
Jan 2022 – Feb 2022

Web & UI Design

Sochnik Design School
Jan 2017 – May 2017

Computer Graphics & Design

STEP Academy
Sep 2008 – May 2009

Master's in Business Economics

Kharkiv National University of Economics
Sep 2005 – May 2010

SKILLS & TOOLS

Product Design
UI/UX Design
Mobile Application
Interaction Design

Wireframing
Prototyping
Information Architecture
Animation

Figma App
Adobe Creative Suite
Principle
After Effects

Webflow
FigmaJam
Pen & Paper
Basic HTML/CSS
Basic After Effects