

COMPETENCIES

UX

User/Market research & analysis, user journeys, wireframing, mockups, prototyping

UI

Graphic Design including logo, posters, brochures, icons, illustration, 3D prototyping

WEB DEV

HTML, CSS, JS, Vue.js, Bootstrap, Wordpress

MARKETING

Analytics, TagManager, Adwords, Mailchimp

EXPERIENCE

Web Designer & Developer, freelance

2019/01 – Present

- ◆ Created websites from scratch with custom design using HTML5, CSS3, Bootstrap 4, Vue.js, and Wordpress for local clients in Vancouver.
- ◆ Crafted visual assets for web and mobile apps such as logos, icons, illustration, photography, typography using Adobe/Affinity software.
- ◆ Designed branding materials for print including brochures, flyers, posters.
- ◆ Developed and integrated online services for payments, booking, email marketing using Mailchimp, Wave, Paypal, Wordpress plugins.

Web Designer & Developer, Founder at What's Up School of English

2012/08 – 2018/08 6 years 1 month

- ◆ Researched the market of languages learning, defined target audience, visualized user journeys and information architecture.
- ◆ Created several websites and landing pages for the startup using jQuery, CSS3, HTML5.
- ◆ Designed a set of branding and promotional materials using Adobe suite.
- ◆ Executed promotion campaigns (Google Ads, Facebook) that led to a company growth from zero to 200 students attending the school weekly.

Product Marketing Manager at Fujifilm

2009/11 – 2012/08 2 years 10 months

- ◆ Defined best design principles, planned and executed ad campaigns for the digital camera brand in online, print and outdoor channels.
- ◆ Contributed to an increase of market share from 1% to 15% over 2-year period.

EDUCATION

LANGARA COLLEGE

Web Development & Design, Post-Graduate Diploma <Dean's Honour>, 2020/08

HIGHER SCHOOL OF ECONOMICS

Marketing Management
Post-Graduate Diploma, 2011/07

MOSCOW STATE UNIVERSITY OF CULTURE & ARTS

Public Relations & Advertising
Master (with honours), 2007/07

VOLUNTEERING

Web Designer & Developer, Marpole Oakridge Family Place

2019/03 – present

- ◆ Redesigned the UX and UI of the website making it responsive and more accessible.
- ◆ Conceptualized and designed a wide range of promotional artworks for print.
- ◆ Built an online booking and payment systems and trained staff to manage it.
- ◆ Joined as a Board member in June 2019.

MY TOOLBOX



Adobe Photoshop



Adobe Illustrator



Affinity Photo



Affinity Designer



Affinity Publisher



Figma



Wordpress



HTML 5



CSS 3



Vue.js



Analytics & Tag Manager



Mailchimp



SketchUp



Jira