

## COMPETENCIES

### UX

User/market research & analysis, user journeys, wireframing, mockups, prototyping, A/B testing

### UI

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

### WEB DEV

Wordpress, HTML, CSS, JS, Bootstrap

### MARKETING

Hubspot, Analytics, TagManager, Optimize, Adwords, Fullstory, Hotjar, Mailchimp

## EXPERIENCE

### Bananatag, Web Designer & Developer

2020/09 - Present

- Owned and evolved the marketing website and landing pages implementing the principles of data-driven design decisions, latest web practices, SEO, user-centered design (Figma, WordPress, Illustrator, Hubspot, Google Analytics).

### Web Designer & Developer, freelance

2019/01 - Present

- Created websites from scratch with a custom design using HTML5, CSS3, Bootstrap 4, 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.

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

2012/08 - 2018/08 6 years 1 month

- Researched the market of language 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.

### 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



Hubspot



Analytics & Tag Manager



Mailchimp



SketchUp



Jira