

Alex Vasilyev - Resume

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Summary

UX Designer & Web Developer with **10+ years in web development, 5+ years in UX, and 3+ years in product design**. Experienced in **user-centered design, design systems, and custom web solutions**, with a proven track record of leading teams and building products from concept to launch. Founder of ActiveVancouver.ca, blending design, development, and business strategy.

Core Skills

UX Design:	User research & testing, wireframes, prototyping, design systems (Figma, Miro)
Web Development:	PHP, JavaScript, WordPress, Tailwind, Bootstrap, HTML, CSS, GitHub
Project & People Management:	Agile workflows, sprint planning, retrospectives (Jira, Confluence), team leadership
Business & Marketing:	Market analysis, sales funnels, SEO optimization, social media content strategy

Education

Nielsen Norman Group, 2023 – 2025

Specialized UX training: Human Psychology, Design Thinking, Interface Design, Web UX

Langara College, Vancouver, BC, Aug 2020

Post-Graduate Diploma in Web Development & Design — *Dean's Honour Roll*

Higher School of Economics, Moscow, Russia, Jul 2011

Master's in Marketing Management

Experience

ActiveVancouver.ca – Founder, Director

Jul 2024 – Present

- Established and directed a digital platform showcasing activities and experiences across Metro Vancouver. Developed strategic vision and led end-to-end execution, from custom WordPress theme design to platform launch.
 - Built and managed a cross-functional content and marketing team to drive website growth and social media engagement.
 - Designed and implemented a sales funnel, validating proof of concept and business model viability. Represented the organization in meetings with the City of Vancouver council, fostering partnerships with local businesses and community stakeholders.
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Staffbase – Senior UX Designer & Web Developer

Dec 2021 – Jul 2025

- Implemented the UX function in the marketing department, advocating design thinking and data-driven decisions.
 - Streamlined processes for managing web properties (main site, landing pages, blog).
 - Built a comprehensive design system and style guide to unify branding and accelerate development.
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Banatag – Web Designer & Developer

Sep 2020 – Dec 2021

- Led the design and development of the marketing website and landing pages.
- Applied data-driven design and user-centered principles to boost performance and engagement.
- Leveraged SEO best practices and modern web standards to improve visibility and conversions.

Volunteering Experience

Marpole Oakridge Family Place – Web Designer & Developer, Board of Directors

Mar 2019 – 2023

Kerrisdale Little League – Team Manager

2020 – 2025