On the edge of technology and art

Senior UX/UI Designer

questrade.com
May 2014 — present

Designing web and mobile applications ranged from research, wire-framing to pixels-perfect mock-ups and analytic.

Prototyping, print products, banners and ads, motion design and animation for marketing campaigns, social media and corporate projects.

Awarded in inner competition as author, designer and team lead in category "the best marketing tool".

Design lead

rukuku.com
Feb 2011 — May 2014

CO-founder, product designer, Rukuku startup (San Jose, California).

Created original concepts, wireframes and design mockups for web platform and mobile applications. Designed and produced marketing meterials for campaigns and commercials. Conmmunication with customers, analytic.

Lead Designer

artlebedev.com *
2000 — 2009

Lead designer at legendary Cyber Lion awarded design studio.
Web design, concept wirframing, flash games
development and animation.
Creating illustrations for web and print for such clients as Nokia, Mitsubishi , HP,
3COM, MTV, Samsung, LG
and other.

* Awarded by Cannes Cyber Lion in 2001

POWERFUL SKILL SET

DESIGN & GRAPHICS

- Photoshop
- Illustrator
- InDesign
- Sketch
- Cinema 4D
- InVision Studio

WIREFRAMING & PROTOTYPING

- Axure RP
- MarvelApp
- InVision
- Adobe XD
- Principle
- Figma
- Kite

ANIMATION

- After Effects
- Premiere Pro
- Flash
- Clip Studio Paint

ANALYTIC

- Adobe Analytics
- Google Analytics
- Morae
- Optimizley
- usertesting.com

EDUCATION

Bachelor of Engineering, Robototechnic, Scomputer since
@Moscow Power Engineering Institute

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Psychological Architectures of Digital Behavior Change,
Intensive workshop @ AlterSpark

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Gamefication @ Coursera / UPenn

Since 1995 working as a freelance illustrator for multiple world-class clients:
McDonalds, Coca-Cola, Ryerson University, Kobo, Ogilvi, Leo Burnett, McCann, BBDO, Art Lebedev studio, Bang-Bang studio.

Publications: GQ, Playboy, Newsweek, Rolling Stone, Men's Health, Seventeen, Empire, FHM, MAXIM, Cosmopolitan, Forbes, PUBLISH, The Economist, Harvard Business Review.

Plus: always working on multiple freelance and personal art projects.

Computer art evangelist, lecturer and tutor. Was invited on Apple road show as puclic speaker.

AFTER HOURS ACTIVITIES

Animation   Urban sketching   Writing   Photography   Traveling