

EDUCATION

Pratt Institute
Brooklyn, NY 2021-2025
BFA Communication Design
Minor in Entrepreneurship and UI/UX Design

AWARDS

Presidential Merit Scholarship
President's List
Pratt Ignition Lab Best Start Up Idea 2023

TOOLS

Adobe CC (Ps, Ai, Id, Ae, Pr, Sg, Lr, Xd)
Figma, Sketch, Blender, Tilda, Cinema 4D, 3D Potter, Fusion 360, Are.na, Microsoft Suite, Google Suite

HARD SKILLS

UI/UX Design, User Research, Interaction Design, Prototyping, Art Direction, Marketing Strategy, Product Design, Branding, Identity Type Design, Design System, Editorial Design, 3D modeling, Motion, Animation, Illustration

SOFT SKILLS

Communication, Teamwork, Adaptability, Critical Thinking, Problem-Solving, Leadership, Emotional Intelligence, Creativity, Time Management

LANGUAGES

English, Russian

INTERESTS

Film Photgraphy, CSS, Ceramics, Dancing, Swimming, Painting, Video Making, Psychology, Philosophy

EXPERIENCE

UI/UX Designer, Enjoyou
Dubai, UAE November 2024 - Present

- Creating wireframes, prototypes, and high-fidelity visual designs that align with the brand's identity and product goals.
- Designing information architecture and design systems.
- Developing a Minimum Viable Product (MVP), focusing on delivering essential features while maintaining a high-quality user experience.

Visual and Multimedia assistant, Pratt Institute
Brooklyn, NY June 2022 - Present

- Designed digital and printed instructional materials for the department's website and office, enhancing user accessibility.
- Created a wayfinding system to improve navigation between offices for students and faculty.
- Managed a diverse media collection, ensuring easy access to DVDs, films, and video games for students and staff.
- Provided technical support for gaming stations, film scanning, assisting in digitizing content.
- Analyzed data to identify high-demand educational materials and equipment, supporting purchasing decisions.

Brand Designer, IMUR Gallery
Jersey City, NJ June - August 2024

- Collaborated with the Creative Director and a team of interns to develop cohesive branding and marketing strategies for artists and exhibitions, including social media posts, website graphics, and print collateral.
- Designed promotional posters for Gurbuz's Asia tour, ensuring alignment with the artist's visual identity.
- Assisted in organizing exhibition materials and logistics, creating layouts and signage for the Salmagundi Club to enhance the visitor experience.
- Curated and designed a personal film photography exhibition, focusing on both the branding and the overall user experience within the space.

Graphic Designer, Llama Mama World
New York, NY February - July 2023

- Conducted market research and competitor analysis, providing key insights to inform and guide campaign strategies.
- Delivered a comprehensive social media strategy for the brand, focusing on audience engagement and growth.
- Created a Llama character as the brand's mascot and illustrated comics, contributing to the brand's unique visual identity.
- Played a key role in launching the brand's TikTok account, developing creative content to engage and grow the platform's audience.

Social Media Designer, No Kill Magazine
New York, NY June - August 2022

- Conducted research on new sustainable practices in fashion, as well as unsustainable brands, to inform content strategies.
- Designed and curated daily social media content for Instagram, TikTok, Pinterest, and the magazine website, focusing on engaging and informative posts that aligned with the brand's eco-conscious values.
- Contributed to content strategies that drove a 25% increase in followers and a 40% boost in engagement, particularly around sustainability-focused posts.