



IVAN KUZNETSOV

SENIOR UX/UI DESIGNER

Core skills

Interaction Design User Research Visual Design Project Management

Softs & Hards

Cross-functional team communication Information architecture

Surveys Interviews Usability-testing CJM & Personas

Figma proficiency Multi-brand design systems Animation

SUMMARY

Senior UX/UI designer with over 7 years of experience in web and app digital products, and 3 years of development of B2B products and industrial interfaces for corporate use.

In the current position, delivered 24 projects in 2 countries. Achieved company process optimization by designing and integrating design systems, and implementing advanced usability practices and user-centric design.

Actively seeking a Senior UX Designer position to leverage my extensive experience and further enhance my expertise in designing sophisticated user interfaces on an international level.

EDUCATION

MIREA - **Bachelor of Production Management** - 2016-2020 (TOP-100 Best Universities in Russia according to Forbes magazine)

Coursera - **Google UX Design** - 2022-2023

CONTACTS

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[Portfolio](https://creotyped.com) https://creotyped.com
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EXPERIENCE



Severstal Infocom

SENIOR UX/UI DESIGNER - LEAD UX/UI

NOV, 2021 - Current

Severstal Infocom is one of the largest IT companies in Russia with over 2200 employees, specializing in the development, implementation, and support of information systems for Severstal, one of the largest metallurgical holdings in the country.

- Promoted from Senior Specialist to Design Lead within 2 years, thanks to initiative, innovative approaches, flexibility in processes, and ability to facilitate dialogue among all stakeholders to achieve effective results.
- Expanded the design team from 4 to 12 members, increasing the number of supported projects from 6 to 23 for 1 year.
- Established a center of excellence for interface design within the company and grew my design team from a departmental unit to a company-wide entity.
- Spearheaded the adoption of a user-centered approach by creating and integrating usability testing methodologies, resulting in an estimated 50% increase in product quality.
- Developed a UX/UI designer workflow pipeline and methodology utilizing Customer Journey Maps (CJM) and personas, alongside early testing and iterative design processes, resulting in a 50% reduction in development timelines.
- Implemented a team communication system based on Agile principles, optimizing the workflow of 5 teams.
- Mentored 3 junior designers to achieve middle+ level proficiency, providing guidance on working with UI libraries, conducting user research, and building interactive and animated prototypes + usability testings.
- Currently serving as the product owner of the Severstal design system project.



Nekki
UX/UI DESIGNER

JUL 2019 - NOV 2021

- Concepted and designed core UX/UI scenarios for:

1. Shadow Fight 4, (50+ mln downloads) - Designed all UX/UI in-game scenarios from inception to the first version release. Conducted usability studies, user research, and testing of early concepts. Created 366 in-game vector icons and illustrations.

2. Shadow Fight 3 (250+ mln downloads) - Supported realized product needs, designed 5 new scenarios, created 120 new vector icons, and developed 36 new in-game advertising banners.

3. Designed full design experience (50 screens) for new game product. (This has not been realized yet, but it is scheduled to happen this year.)

- Designed 3 promo-landing pages for new games;
- I was responsible for designin the sports project www.gol.ru (monthly traffic - 140k visits). I designed new scenarios and refined existing ones, resulting in an 8% increase in retention rate.



Tesla Media
SENIOR DIGITAL DESIGNER

JAN 2018 - JUN 2019

- Managed content production for 10 social media clients, all of whom received positive feedback, and their marketing goals were successfully achieved by the company.
- I developed all team submissions for tender participation and all presentation templates. This optimization of our team's workflow allowed us to participate in more tenders(25% +) than we had initially planned.
- Conducted result-oriented brainstorming sessions and generating ideas for marketing strategies. 80% of my ideas were implemented in design and contributed to client satisfaction.



Element Group
DIGITAL DESIGNER

JAN 2018 - JUN 2019

- Designed SMM content and presentation templates. My working pipeline allowed team to create 20% more content than before.
- Designed and launched 1 site and 2 landing pages
- Designed 3 branding guidelines