Varvara Selezneva

UX/UI & Mobile App Designer

Personal Info

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Portfolio
vselezneva.com/portfolio

LinkedIn
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Dribbble
dribbble.com/varvaras

Date of Birth
21 January 1986

Citizenship
Ukraine

Place of Residence
Thailand

Education

Mathematical College of the Moscow Engineering Physics Institute, Russia
September 2001 - July 2005
The Information Technologies
and Programming Faculty,
Associate's degree

Courses

Course "Developer Bitrix Framework",
CMS Bitrix, Russia
2013

Course "Figma", CONTENTED Design
School, Russia
2018

Course "Digital typography", Vadim
Pajasu Design School, Ukraine
2019

Course "Application Design", Skillbox
School, Russia
2021

Course "Humanitarium: Design History",
Projector Design School, Ukraine
2022

Languages

English
Intermediate

Russian
Native or Bilingual

Ukrainian
Fluent

I am UX/UI designer, skilled in Figma. My rich experience on the digital markets helps me to challenge a project from different points of view. I enjoy guiding ambitious projects from the prototype phase to a market-ready solution.

Experience

UI / UX Web and Mobile App Designer

Upwork
March 2022 – August 2022
freelance, part-time

— created from scratch UI design in Figma for MVP iOS application,
— created landing page and UI design for escrow interface (web / mobile, crypto project),
— wireframing for Defi platform,
— redesign of the interface for combining crypto wallets with a phone number and e-mail.

UX/UI and Mobile App Designer

Design Agency "Inyh - It & Design Solutions"
January 2021 - March 2022
freelance, full time

— mobile app design,
— prototypes & wireframes,
— UI component library,
— landing pages,
— corporate & personal website design,
— creating MVP & Testing mobile app,
— banners & screens for apple store.

Senior UI/UX-designer

GRT International marketplace, e-commerce company, in-house team
September 2019 - January 2021
freelance, full time

GRT is a B2B and B2C international marketplace in 11 languages. I was the only designer in the company. Key responsibilities:

— marketplace full design,
— employees interviewing,
— flyer design for international exhibitions & banners,
— optimization and improvement of the user interface and user flow, A/B testing,
— inner projects design,
— close cooperation with the development team.

UI/UX-designer, Project manager

Web Development Agency "KTC digital production"
March 2015 - December 2017
freelance, full time

Designer sites:
— creating interactive prototypes and psd-layout,
— supporting existing sites (banners, updating pages, interface processing).

Head of Internet Projects:
— full project management cycle.

Technical support of client projects:
— processing of incoming orders,
— assessment of tasks, coordination, audit, generation of tasks, designing projects.

Tools

Main tool
Figma

Additional tools
Adobe Photoshop
Adobe Illustrator
Adobe Premiere Pro
Spline
ProtoPie

Skills

UI design
User Experience
Design Thinking
Prototyping
User-centred design
Prototype Animation
HTML & CSS
Project Management
IOS / Android
E-commerce
Micro copywriting
User empathy
Curiosity
Responsibility
Methodical
Analytics

Hobbies

Guitar, piano.
Drawing, sport.
Blockchain, cryptocurrencies.

Web Developer, Projects Manager

Design Agency "Twofingers"
February 2012 - January 2015
Moscow, full time

Web Developer, Projects Manager:

— full project management cycle,
— making a commercial offer,
— writing technical specifications,
— testing projects, usability audit,
— technical support of client projects,
— html/css development.

Organizing SEO-department from scratch:

— drawing up of a semantic nucleus and the coordination,
— writing technical specifications for copywriters, coders and programmers,
— optimization of the structure of sites and their content,
— preparation of commercial proposals and reporting.

Web designer, Web Developer

Design Agency "BlackPoint"
September 2009 - January 2012
Moscow, full time

Website design: psd-layout for themes on CMS Typo3, Photo retouching, content design, Web development, cutting layouts and layout from scratch (html layout), construction sites on CMS Typo3 and CMS WordPress, administration websites.

WordPress developer, Web Designer | Freelance

Self-employment
July 2005 - July 2018
freelance, part time

Freelance (on upwork and others freelance marketplaces), part-time job.

— designer sites, creating a psd-layout,
— support existing sites (banners, updating pages, interface processing),
— assembling websites on CMS Wordpress, CMS Webflow, Tilda Website Builder),
— audit and testing sites,
— prototyping in Axure & Figma,
— html-coding sites,
— technical support of websites.

Web Developer

Web Development Agency "ADV/web-engineering co."
September 2006 - July 2009
Moscow, full time

HTML-coder, a leading specialist of the department of support sites.

— html-layout psd-mockups,
— the addition of new sections to the project, completion of existing,
— layout and assembly of promotional websites,
— testing projects,
— assembling websites on CMS Mozart, CMS 1C-Bitrix, CMS Pluto,
— XML / XSLT,
— the use of JavaScript technology,
— dug fixes, editing images.