

Varvara Selezneva

UX/UI & Mobile App Designer

Personal Info

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Portfolio

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LinkedIn

linkedin.com/in/vselezneva

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 "Humanitarian: Design History", Projector Design School, Ukraine
2022

I am a UX/UI designer with 5 years of experience, skilled in Figma. My extensive experience in digital markets and technical background allows me to approach projects from multiple perspectives. 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 – Present

freelance, part-time

- Redesign for a company that specializes in smart contract audits. Reduced bounce rate by 32% through a redesign.
- Supporting the design system of a SaaS platform for a national telecommunications company in New Zealand, driving consistency and efficiency in UI design through component updates and guidelines.
- SaaS Solution for Civil Registration in Arabic. The project aimed to create a user-friendly and accessible bilingual (Arabic and Kurdish) platform for online birth and death registration, replacing the outdated paper-based system.
- Design from scratch for an iOS MVP mobile application for cinema workers (approximately 1200 screens, NDA).
- Designing SaaS solutions for assessing leadership qualities, including modules like The 720-Degree Feedback and The 360-Degree Feedback (NDA)
- Created a landing page and design for an escrow interface (web / mobile, crypto project). Designed an interface that increased the time spent on the site by 68%.
- Wireframing for DeFi platform.
- Redesign of the interface for combining crypto wallets with a phone number and e-mail.
- Dashboard concepts for the data streaming platform.
- Redesign of a mobile application for assisting in organizing field research collection (land desertification monitoring).

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.

Languages

English

Intermediate

Russian

Native or Bilingual

Ukrainian

Fluent

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

Playing guitar, piano, and singing.

Acrylic painting.

Yoga (Ashtanga Vinyasa). Hiking.

Blockchain, cryptocurrencies.

Diving.

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.

Web Developer, Projects Manager

Design Agency "Twofingers"

February 2012 - January 2015

Moscow, full time

Web Developer, Projects Manager: Managed full project cycle, created commercial offers, wrote specs, tested projects, conducted usability audits, provided technical support, and developed HTML/CSS.

Built the SEO department from scratch: developed semantic nucleus, wrote specs for team, optimized site structure and content, and handled 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),

— prototyping in Axure & Figma,

— html-coding sites, technical support of websites, audit and testing.

Web Developer

Web Development Agency "ADV/web-engineering co."

September 2006 - July 2009

Moscow, full time

HTML Coder, Lead Specialist in Site Support: Created HTML layouts from PSD mockups, added and completed project sections, built and tested promotional sites, assembled sites on CMS Mozart, CMS 1C-Bitrix, CMS Pluto, used XML/XSLT and JavaScript, and performed bug fixes and image editing.