

# Bringing value via empathy, experience, and passion

## Experience

### LITMUS

Senior Product Designer > Principal Product Designer, April 2018 – present

Led the Litmus platform redesign, merging tools together into one seamless experience, all based on multiple customer interviews and usability testing sessions. Led design on email testing tools like Litmus Proof, continuously increasing tool adoption and usage rates.

### ALIDA

Senior Product Designer, Aug 2017 – Mar 2018

Led design integration of Pressly platform (acquired by Alida) with their core product. Led implementation of the design and illustration libraries.

### CGI

Senior UX Designer, Aug 2016 – Aug 2017

Led design of complex B2B financial products namely Harmonised Trading Console and Wealth 360 based on research, usability testing, and data analysis.

### QUESTRADE

UX/UI Designer > Senior UX/UI Designer, Oct 2012 – July 2016

Led marketing design producing, testing, and constantly improving marketing campaigns in collaboration with copywriters, data analytics and marketers. Introduced several design solutions which increased and kept conversion rate at that level. One of them boosted conversion rate on mobile devices by 200% and became a new baseline ever since.

### IQUADART

Director, Oct 2004 – Sep 2012

Managed a team of 10 talented designers, developers and project managers. Created over 200 websites, applications, and interactive presentations for clients worldwide.

## Education

### UX CERTIFICATION (UX MANAGEMENT SPECIALTY)

Nielsen Norman Group, London, UK | Online | Score: 97% | 2020-2021

### CERTIFICATION IN INTERACTION DESIGN

University of California, San Diego, USA | Online | Score: 100% | 2015-2016

### BACHELOR OF SCIENCE IN APPLIED MATHEMATICS

Grodno State University, Grodno, Belarus | Diploma with Distinction | 1998-2004

## Writing

### **REMOTE CONTROL: LOOKING BACK AT MY FIRST YEAR WORKING REMOTELY**

Published on UX Planet | April 2019

### **HOW TO CREATE A DRAMATIC VECTOR ILLUSTRATION**

Published on Smashing Magazine | November 2016

### **FIND A FRIEND, BOOST YOUR CREATIVITY, AND MAKE YOUR DIGITAL DREAM COME TRUE**

Published on Smashing Magazine | June 2016