

# ROMAN SEREBRYAKOV

UI/UX DESIGNER  
FRONT-END DEVELOPER

515-339-6098 // wackokabra@gmail.com // roman-designs.com

## Graphic Design, A.A.S

// Des Moines Area Community College



## Computer Science

// Kyiv Polytechnical Institute (Ukraine)

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### WORK EXPERIENCE

#### Shift Interactive

March 2014 - Present

// UX&UI Design and Front-end Development

Built front-end and designed user experiences that increased conversion rates for various-sized projects. Collaborated with clients for initial kick-offs and worked together with the Agile team of developers to meet project's goals. Conducted user research, competitive analysis, designed prototypes and full experiences, created user interactions and animations to make sure product had successful launch and final result was beyond basic requirements. Received numerous local professional design awards for app and web design.

#### Flying Hippo Web Technologies

July 2010 - March 2014

// Web Design and Front-end Development

Worked closely with Product Managers to research clients' business needs. Designed user flows, sitemaps, wireframes and style tiles for web and mobile applications. Took on a role of discovering Personas and user stories. Abundant experience making custom designs in Photoshop and Sketch and coding them using HTML5, PHP, CSS3, and jQuery. Developed strong foundation in responsive and fluid designs. Used tools like SASS and CSS3 for compiling optimized sites for desktop and mobile browsers.

#### Saturday MFG

February 2010 - April 2010

// Web Design, Digital Illustration and Graphic Design

Worked as Intern on graphic design, digital illustrations and web concepts. Learned the process of print production, digital illustration and copyrighting. Discovered the process of brand development, brand guidelines, style tiles, moodboarding, making user flows and marketing. Developed a good networking relationship with the company's owner and writers. Primary focus was developing designs for non-profit organizations and building communication between production team and the Art Directors.

### PROFFECIENT SKILLS

Adobe After Effects, Adobe InDesign,  
Adobe XD, ReactJS, Wordpress, Craft CMS,  
PHP, jQuery, HTML5, JS ES6, Rails, MySQL

### EXPERT SKILLS

UX Design, UI Design, Prototyping, Concepting,  
Adobe Photoshop, Figma, Adobe Illustrator,  
Sketch, CSS3, GreenSock JS, Lottie Animation  
Platform, Russian, Ukrainian languages