

# ROMAN SEREBRYAKOV

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UI/UX DESIGNER  
FRONT-END DEVELOPER

## PROFESSIONAL EXPERIENCE

### Shift Interactive ([shiftdsm.com](http://shiftdsm.com))

// UX and UI Design, Front-end Development | 3/2014-present

- Built front-end and designed user experiences that increased conversion rates for projects.
- Collaborated with clients for initial kick-offs and worked together with the "Agile Team" of developers to meet our project goals.
- Conducted user research and competitive analysis.
- Designed prototypes and full experiences.
- Created user interactions and animations to ensure a successful launch.
- Received numerous local professional design awards for app and web design.

### Flying Hippo Web Technologies ([flyinghippo.com](http://flyinghippo.com))

// Web Design, Front-end Development | 7/2010-3/2014

- Worked closely with product managers to research clients' business needs.
- Designed user flows, sitemaps, wireframes, and style tiles for desktop and mobile applications.
- Abundant experience creating custom designs in Photoshop and Sketch, then coding them using HTML5, PHP, CSS3, and jQuery.
- Developed a strong foundation in responsive and fluid designs.
- Used tools like SASS and CSS3 for compiling optimized sites for desktop and mobile devices.

### Saturday MFG (acquired by MACLYN in 2019)

// Web Design, Digital Illustration and Graphic Design | 2/2010-4/2010

- Worked as an intern on graphic design, digital illustrations, and web concepts.
- My primary focus was on developing designs for non-profit organizations and building communication between the production team and the art directors.
- Learned the process of print production, digital illustration, and copywriting. Discovered the process of brand development and guidelines, style tiles, mood boarding, making user flows, and marketing.

## SKILLS

### UX/UI & Motion Graphics

Adobe After Effects, Adobe Illustrator, Adobe InDesign, Photoshop, Adobe XD, Figma, Sketch

### Platforms

Wordpress, CraftCMS

### Coding & Front-end

CSS3, HTML5, GSAP JS, JavaScript ES6, jQuery, Lottie/Bodysmovin, PHP, ReactJS, UX Design Prototyping & Conceptualization

### Languages

English, Russian, Ukrainian

## REWARDS

### Best App Design

2015 Prometheus Awards:  
8035 Music Festival

### Best Interactive App

2017 ADAI: Honeywell UOP

### Featured Website

*Unmatchedstyle.com:*  
Mudbum Products

## Graphic Design, A.A.S

// Des Moines Area Community College



## Computer Science

// Kyiv Polytechnical Institute (Ukraine)

