ROMAN SEREBRYAKOV DIGITAL PRODUCT DESIGNER

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

PROFESSIONAL EXPERIENCE

BlendersEyewear.com (blenderseyewear.com)

*// Lead Shopify Product + UX Designer | 3/2021-**present***

- Lead responsive designs for the BlendersEyewear primary Shopify website that increase sales and overall inteaction for customers
- Led revamping and improvement of the completely new theme design
- Led initiative to create Style Guidelines for digital assets
- Lead UX analysis and strategies to improve conversions

Shift Interactive (shiftdsm.com)

// Senior UX+UI Designer, Motion Design | 3/2014-3/2021

- Planned and designed digital user experiences that increased conversion rates for products
- 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 and coded prototypes for full experiences
- Worked on creating interaction design, UI design and motion designs
- Received numerous local professional design awards for app and web application designs and experiences

Flying Hippo Web Technologies (flyinghippo.com)

// Interactive Designer | 7/2010-3/2014

- Worked closely with product managers to research clients' business needs
- Designed user flows, sitemaps, wire frames, and style tiles for desktop and mobile applications
- Abundant experience creating custom designs in Photoshop and Sketch
- Developed a strong foundation in responsive and fluid designs
- Used tools like SASS, CSS3 and HTML5 for creating functioning prototypes

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
- 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

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SKILLS

UX/UI & Motion Graphics
Adobe XD, Figma, InVision, Sketch, Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Adobe AfterEffects

Platforms
Wordpress, CraftCMS

Coding & Front-end
CSS3, HTML5, GSAP JS, JS ES6, jQuery, Lottie/Bodymovin, PHP, ReactJS, UX Design Prototyping & Conceptualization, Liquid

Languages
English, Russian, Ukrainian

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REWARDS

Best App Design
2015 Prometheus Awards: 8035 Music Festival

Best Interactive App
2017 ADAI: Honeywell UOP

Featured Website
Unmatchedstyle.com: Mudbum Products