



# VADIMUS

Experienced Senior Designer in Web & Mobile, with overall 15 years experience in the field of design. 7 years experience in UI UX and marketing design projects from conception to production with in-depth knowledge of graphic design, styles and layout techniques.

I am passionate about what I do. I follow my client's vision and meet their exact needs in order to deliver that dream-come-true result. I really enjoy my profession and I strongly believe that **if you do what you love you'll never work a day in your life :)**

## WORK EXPERIENCE

- Today** **FREELANCE SENIOR DESIGNER (UI, UX, MARKETING, MOTION)** Center ♥  
 prooV, Earnix, Nayax, Pixellot, Bard Advertising
  - Freelance designer, Web and mobile projects, UI UX designer, Marketing designer, Social media design, Motion Designer (After effects), Infographic projects, Presentations etc.
- 2015 - 2019** **HEAD OF DESIGN (SENIOR DESIGNER)** Tel Aviv ♥  
 at Matomy (Mobfox)
  - Team lead, web and interactive projects from initial consultation through successfully launch with ability to handle various projects at the same time and complete them by given deadline.
  - Created sketch, wireframe, prototypes and visual mockups using Adobe XD, InvisionApp, Balsamiq etc. Worked with R&D, IOS and Android developers to produce UI/UX solutions.
  - Generated ideas to portray concepts and advertise services. Overseed all design projects, from conception to delivery, design of presentations, illustrations and infographics. Refine images, fonts and layouts and typography.
  - Experienced executing marketing projects from conception to production, including websites, mobile apps, brochures and exhibitions. Serves as a creative guide for all company key projects and events.
- 2014 - 2015** **UI & MARKETING SENIOR DESIGNER** Tel Aviv ♥  
 at Coolvision
  - Generated ideas to portray concepts and advertise services. Overseed all design projects, from conception to delivery, design of presentations, illustrations and infographics. Refine images, fonts and layouts and typography.
  - Created mockups for desktop and mobile, responsible for plan and create responsive design.
  - Designed marketing projects from conception to production, landing pages, mailers, newsletters, animated banners & more.
- 2011 - 2014** **SENIOR ART DIRECTOR** Ramat Gan ♥  
 at Gal Oren BSD (Advertising Agency)
  - Maintain brand consistency throughout all our marketing projects
  - Developed advertising campaigns that integrated print, interactive, and social media.
  - Directed actionable concepts and oversee junior designers' work to ensure high quality
  - Directed product photo shoots, oversaw press inspections
- 2008 - 2011** **SENIOR DESIGNER** Tel Aviv ♥  
 at McCann Erickson (Advertising Agency)
  - Developed artwork and layout for print and digital signage, banners, posters, publications and flyers.
  - Served as a creative guide for all key projects and events.
  - Overseed the organization's social media brand strategies.
  - Worked in a team in the production of marketing projects, promotional materials (video, photography, graphic design), website design, copywriting and audio/visual needs.

## EDUCATION

- 2008** **WEB DESIGN DIPLOMA** Tel Aviv ♥  
 Mentor (school of design)  
 Various courses in Web design, motion and interactive media.  
 Courses in Photoshop, Illustrator and HTML.
- 2002 - 2005** **INTERACTIVE COMMUNICATION PRACTICAL ENGINEER** Haifa ♥  
 Technion College of Israel  
 Faculty of interactive communication. Graphic design, web design, interactive multimedia, UI UX, video and photo editing, 3D.  
 Adobe creative programs such as: Illustrator, Flash, Dreamweaver, Photoshop and After Effects & 3D Max.

## OVERALL INFO

- 15** SENIOR DESIGNER EXPERIENCE
- 7** UI UX DESIGNER EXPERIENCE
- P.E** INTERACTIVE COMMUNICATION DEGREE

## PROFESSIONAL SKILLS

- Adobe XD ● ● ● ● ●
- Adobe Illustrator ● ● ● ● ●
- Adobe Photoshop ● ● ● ● ●
- Adobe Indesign ● ● ● ● ●
- InvisionApp ● ● ● ● ●
- After Effects ● ● ● ● ●

## INTERPERSONAL SKILLS

- Self-Educating ● ● ● ● ●
- Problem Solving ● ● ● ● ●
- Collaboration ● ● ● ● ●
- Empathy ● ● ● ● ●
- Good Communication ● ● ● ● ●

## LANGUAGES

- Russian ● ● ● ● ●
- Hebrew ● ● ● ● ●
- English ● ● ● ● ●

## CONTACTS

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