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### **Experience**

**RoboGate (RoboMarkets)** Limassol, Cyprus In-house Visual Designer

#### **PumaPay**

Limassol, Cyprus In-house UX/UI/Graphic Designer

#### **FxPro**

Limassol, Cyprus In-house UX/UI/Graphic Designer

**XBT Holding** Limassol, Cyprus Freelance Web/Graphic Designer

DOZATEK Ltd. Moscow, Russia Freelance Web Designer

Free-lance.ru (VAAN Ltd.), Moscow, Russia Freelance Web Designer

February 2018

August 2016

- May 2016

Autumn 2011 - Autumn 2014

Summer 2008 - Spring 2014

## **Specialties**

- Web-design
- Mobile/Web applications
- Banners
- Social media
- Presentations
- Exhibit Design
- Print media
- Brand identity
- Animation
- Illustrations

## **Applications Skills**

Adobe

Google

Web Designer



Adobe

Adobe InDesign



Adobe











Webflow

## **Exhibitions**, Honors

• **Exhibited work** in "Golden Bee 12 Moscow Global Biennale of Graphic Design", Organized by Academy of Graphic Design, Moscow.

• **Won 2nd place** in the contest *"The Importance of Water"*, Organized by The Water Development Department, Nicosia, Cyprus.

### Education

**Bachelor of Arts in Graphic Communication** University of Nicosia, Cyprus

Emphasis: Graphic Design

Minor: Multimedia

Grade Point Average: **3.695 out of possible 4.0** 

## Case studies for curious minds

#### RoboGate (RoboMarkets)

Limassol, Cyprus In-house Visual Designer

• Designed and optimised landing pages, emails, and social media banners for marketing campaigns, by using A/B testing and in collaboration with stakeholders to identify high-performing designs and enhance user engagement

• Redesigned and maintained website pages to align with the company's design language, improving user experience and visual consistency across all digital platforms

• Created custom icons and graphics to support marketing campaigns and enhance the website's visual appeal, strengthening brand identity

September 2020 – February 2024



October 17

October 2012

- June 2016

2014

### Portfolio



Case studies in images त Password for PDF: design

### Language Skills

Mother Tongue: **Russian** (*Native*)

English (Advanced)

Greek (Basic)

### **Additional Details**

• No work permit is required.

• I have a sixth sense for spotting misaligned pixels and typos—it's both a blessing and a curse!

#### PumaPay Limassol, Cyprus In-house UX/UI/Graphic Designer

• Built the company's brand identity from the ground up, developing comprehensive design systems and guidelines to establish a professional and trustworthy presence for the launch of its cryptocurrency

• Designed and launched the company website, using a design patterns to attract and convert potential customers in a competitive market

Conducted A/B testing on landing pages to optimize user engagement and improve conversion rates for cryptocurrency adoption

 $\cdot\,$  Created custom icons and graphics tailored to the brand, enhancing the website's appeal and supporting marketing and communication efforts

#### FxPro

Limassol, Cyprus In-house UX/UI/Graphic Designer

• Designed and optimized web application interfaces, including a payment system that streamlined account funding by minimizing redundant steps, collaborating with QA and development teams to ensure seamless implementation and smooth functionality. Created custom graphics and icons to improve overall usability and visual appeal

• Collaborated with data analysts to refine banner designs through A/B testing and analytics, enhancing user engagement with more effective visuals and clearer CTAs

• Improved and redesigned existing website pages while developing new ones, ensuring they aligned with design principles and enhanced overall user navigation and interaction

August 2016 February 2018 -

#### February 2018 – June 2020