SERGEI SHMATOV —

Product Designer with over 10 years of experience in solving complex problems for digital products

CONTACT

shmatov.design ↗

hello@shmatov.design ↗

linkedin.com/in/
sergeishmatov ↗

EXPERIENCE

Product Designer — Alpina Digital
Oct 2021–Apr 2024, Kyiv, UA
Designing functionality and UI for an online book library and educational platform in B2B and B2C segments, focused on employee training and development within companies. Performing research and market analysis to inform design decisions. Creating design layouts for web and mobile applications, admin system and product landing pages. Coordinating freelance designers.

Product Designer — Granatum Solutions
Jul 2019–Oct 2021, Jerusalem, IL
Designing functionality and user scenarios for an online platform for remote collaboration, education, webinars and business growth. Conducting user research, testing, processsed feedback. Creating visually appealing design layouts, wireframes, prototypes for web and mobile applications. Implementing a cohesive design system for consistent visual elements.

Lead UX/UI Designer, Product Designer — Computools
Aug 2016–Jul 2019, New York, US
Working in an outsourcing company on projects in the fields of education, e-commerce, finance, healthcare, for clients from Europe, America, the Middle East and Australia. Designing the company's own products. Creating interactive prototypes, design layouts, admin and CRM systems, style guides. Also engaging in print design, photography, retouching and editing. Mentoring intern designers.

Web Designer — Zolotoy Vek
Mar 2016–Aug 2016, Zaporizhzhia, UA
Creating content for the online store and social networks of the largest Ukrainian jewelry company. Designing static and interactive animated HTML5 banners. Resizing banners to standard sizes for banner networks.

Freelance Graphic Designer, UX/UI Designer
2012–2020
Designing posters, business cards, flyers, calendars, etc. Creating logos, identity, brandbooks. Designing websites and mobile apps.

EDUCATION

Computer Graphics and Design — STEP IT Academy
2013–2016, Zaporizhzhia, UA

UX/UI design — Self Education
2010–Present

SKILLS

Hard:
Product Strategy, User Research, Personas, User Flows, Journey Mapping, Information Architecture, Storyboarding, Affinity Diagrams, User Testing, UX Design, Prototyping, Interaction Design, UX Writing, Design Systems, Wireframing, Typography, Color Theory, Layouts, Style Guides, HTML/CSS/JS

Soft:
User Focus, Attention to Detail, High Work Standards, Collaboration, Communication, Decision Making, Efficient, Agile, Scrum, Mentorship, Continuous Learning

Tools:
Figma, Miro, Whimsical, Adobe CC (Photoshop, Illustrator, Indesign, After Effects), Axure RP, Balsamiq Wireframes, Framer, Sketch, InVision, Adobe XD, FigJam, Google Analytics, Yandex.Metrica, Jira, Trello

LANGUAGES

English — B1 Intermediate
Russian — Native*
Ukrainian — C2 Proficiency*

*I could also work as a translator and UX writer if you develop a product for an Ukrainian-speaking or Russian-speaking audience.

Apr 15, 2024