



# Yulia Kononova

## Senior UI/UX designer

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### Skills

#### Industry Knowledge

User Interface      Design Research  
User Experience      Wireframing  
Interaction Design      Rapid Prototyping  
App design      Web Design  
Product Design      Brand Identity

#### Tools & Technologies

Figma  
Illustrator  
Photoshop  
After Effect  
Xcode

#### Other Skills

Wordpress  
Tilda  
HTML  
CSS  
Swift

### Experience

15+ years

#### Lead interface designer (UI/UX designer)

Taxcom (IT services for B2B and B2G)

March 2023 - present time · Russia, Saint-Petersburg

- Development and visualization of new functionality for the company's existing digital products
- Participation in the development of IT services for B2B and B2G
- Scaling of design systems for existing products
- Development of UX/UI architecture for new projects
- Interaction with analysts, marketers, testers, developers and other designers
- Design solutions and hypotheses that improve usability
- Visualization of ideas and creation of interactive prototypes
- Development and drawing of design layouts and graphic elements
- Quality control of design solutions and presentation to stakeholders

#### Senior UI/UX designer

Embria (creation of IT companies and investments)

Jul 2020 - Feb 2023 · 2 years 8 months · Cyprus, Limassol

- Interfaces design of internal corporate system (ERP, CRM, information system, LC), websites and mobile applications
- Creation, support and development of product design system, GUI
- Creation of design concepts and interactive interface prototypes
- Participation in the development of new solutions together with brand department
- Design for the company's public website (embria.com)
- Website development on Wordpress and landing pages on Tilda

## Experience

### UI/UX Designer

Freelance

Apr 2014 – Jul 2020 · 6 years 4 months · Russia, Saint-Petersburg

Worked on projects as an independent designer and collaborated with web studios.

- UI/UX design of websites and mobile applications, development of user interfaces
- Create sites and online stores on CMS Wordpress
- Search promotion of sites, SMM
- Create of brands and identities, packaging design
- SVG animation in After Effects

### Art Director for Digital Solutions

Snail (nail design school and beauty salon)

Nov 2008 – Apr 2014 · 5 years 6 months · Russia, Saint-Petersburg

- Creation, development and comprehensive promotion of the company's brand
- Development of a marketing strategy to attract customers, positioning in the market
- Creation of corporate identity, printing products
- Development of a website from scratch on Wordpress
- Search engine promotion (SEO), contextual advertising management

### Graphic Designer

Macrotop (full service advertising agency)

Oct 2007 – Oct 2008 · 1 year · Russia, Saint-Petersburg

- Conducting advertising projects, working with clients of the agency
- Design logos, corporate styles
- Print design, outdoor advertising, graphic design, magazine layout, packaging design, production, branding
- Web design

## Awards

### "FUTURE HEALTH DESIGN 2020" (TOP-10)

2020

In the TOP-10 of the international competition of UI/UX designers "FUTURE HEALTH DESIGN 2020" to create an electronic medical record of the future.

### Digital Breakthrough Winner (TOP-1)

2019

I was part of the team that won the Digital Breakthrough competition (first in the regional hackathon, then in the All-Russian hackathon). We created a mobile application for the competition, I was responsible the interface design, and also participated in the development of the idea, content, user scenarios.

## Education

### «Head of digital projects»

2020 · Russia, Saint-Petersburg

Course from Skillbox

### «Mobile application design»

2020 · Russia, Saint-Petersburg

Course from Skillbox

### Pre-acceleration program of the All-Russian competition «Digital Breakthrough»

2019 · Russia, Moscow

Management workshop «Senezh»

### Herzen State Pedagogical University of Russia

2005 - 2010 · Russia, Saint-Petersburg

Bachelor of Arts, Visual/Studio Arts