



Sergey Kalinin
UI/UX Product Designer

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EXPERIENCE:

Tel-Aviv, IL

Quotent Technology Inc.

AdTech Retail
Marketing Solutions

Product Designer / 2022-2024

- Led the development of the Creative Builder tool, ensuring user satisfaction and cross-team collaboration.
- Developed user flows, journey maps, wireframes, prototypes, and mockups using Figma.
- Presented design concepts to stakeholders and ensured accurate implementation with engineering teams.
- Conducted user research and testing to validate design decisions.
- Created and maintained design systems to ensure consistency across projects.

Atomi

Full-service Digital
Marketing Agency

UI/UX Designer / 2018-2022

- Created UI/UX wireframes and mockups.
- Developed customized design solutions for various clients, focusing on user-centric methodologies.
- Conducted UX/UI projects for: BSH, FNX Smart, Excellence, Haifa University
- Utilized HTML, CSS, Sketch, AdobeXD, InDesign, Illustrator, Photoshop, and After Effects.

Landing

Digital Marketing
Agency

Web Designer & WordPress developer / 2015-2018

- Created UI/UX wireframes and mockups, ensuring a seamless user experience.
- Conducted user research and user interview.
- Designed and constructed websites, landing pages, and marketing materials.
- Managed design projects from concept to final product on WordPress.

Mdirect

BTL Advertising
Company

Graphic Designer / 2015

- Designed print products including branding materials, POS displays, and advertisements.
- Developed visual language for product lines and prepared materials for printing.

Sela Fashion Design

Fashion Brand

Graphic Designer / 2013-2014

- Developed product portfolios and textile print designs.
- Made technical drawing corrections to finalize product designs.

Moscow, RU

Dekor-Design

Full-service Design
and Print Studio

Graphic Designer / 2007-2012

- Designed websites and advertising products for various industries.
- Company branding, catalogs, books, annual reports.

EDUCATION:

Moscow, RU

MA in Visual Communications Art & Graphic Design

Moscow University, Russia
(2004-2010)

BA in Visual Communications & Design

Moscow College of
Mathematics
(2001-2004)

Tel-Aviv, IL

UI/UX and Web Design Basics

John Bryce
(2015)

SKILLS:

Design Tools:

Figma, Adobe XD, InDesign, Illustrator, Photoshop, After Effects

UX/UI Methodologies:

User Centricity, User Research, Wireframing, Prototyping, Visual Design, Interaction Design

Web Technologies:

HTML, CSS, WordPress, Elementor framework, Mobile Optimization

Soft Skills:

Strong Communication, Active Listening, Problem-Solving, Team Collaboration, Self-Motivation, Time Management

Languages:

Hebrew, English, Russian