



"Know thy users"

**POSITION** UX Lead

**LOCATION** Kyiv

**TELEGRAM** @kozhevny

**EMAIL** zzhykov@gmail.com

**SITE** [www.krio.design](http://www.krio.design)

### LANGUAGES

English – Upper-Intermediate  
 Russian – Native  
 Ukrainian – Native

### PERSONAL QUALITIES

- SOCIABLE
- PURPOSEFUL
- RESULT-ORIENTED
- POLITE
- ACTIVE
- HONEST
- OPEN
- INITIATIVE
- POSITIVE

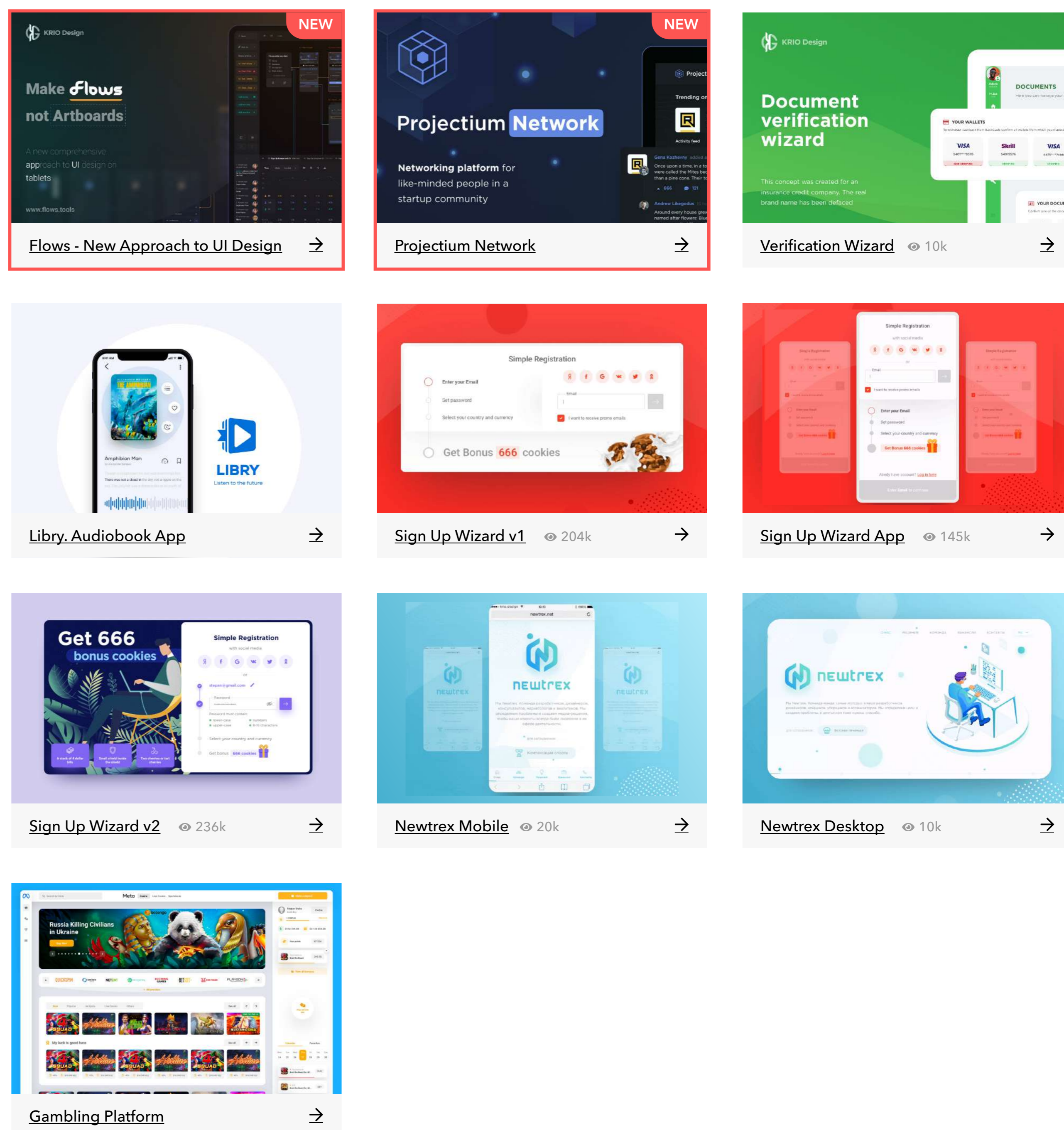
# Gena Kozhevny

UX Lead, Information Architect and Art Director

### ABOUT ME

- 13+ years of hands-on experience designing banners, coding sites, managing products and building multi-platform digital products. [Old portfolio](#)
- Participated in more than 100 projects as UX Lead, Information Architect, Art Director, Developer, Marketer
- In 2018, as Lead Designer at **Newtrex**, I was a core member of a team that delivered an online product with over 100,000 visitors per month. As head of redesign, we did in-depth market and user research.
- After that, I led the design department at startup **Projectium**, we created a multiplatform network, successfully launched the app in the [App Store](#), and made it to the finals of **IT\_Eureka 2020** contest, receiving a nomination from the organizers

### PORTFOLIO (2019 - 2022)



### EXPERIENCE

**Head of Design** ----- feb 2020 – now  
 Projectium.Network (Networking platform)

- UX / UI department management
- Distribution of tasks in the department
- Growing specialists
- Design System creation
- UX Research
- Development of interface scripts
- Visualization of user flow
- Prototyping
- Description of the functionality of modules / features
- Development of UI concepts
- Creation of UI KIT applications for the company
- Creation of databases / libraries of developed patterns

**Lead Product Designer** ----- sep 2016 – now  
 Newtrex (IT Technology)

- Creating full cycle web interfaces:
- Task setting and in-depth research
- Description of interaction scenarios (customer journey mapping, storytelling, etc.)
- Hypothesis testing and lo/hi-fi prototype testing
- Creating presentations and reports
- Creating the corporate identity of the company, from logo and printing to design systems
- Design and coding of landings and banners (HTML5 animation)
- Character and prototype animation (After Effects)
- Character painting
- Sprint work on Agile

**UI/UX Designer** ----- aug 2016 – sep 2016  
 ES-Trading (Forex)

Creation (design/coding) of selling banners and landings

**Web Designer, html coder** ----- may 2016 – aug 2016  
 Stylus.ua (E-commerce)

- Creation (idea/design/coding) of selling banners and landings
- Creation (design/coding) of online stores
- Support and implementation of new functionality for existing online stores
- Work in conjunction with backend-dev