

ART & DIGITAL

VLADYSLAV POLONSKYI

- UX/UI Design
- Graphics Design
- Web Design
- Motion Design



Creative work in any industry that provides extraordinary challenges and develop new tools

SKILLS

- Excellent general experience and knowledge in the production of it products and promotional materials (both technical and commercial aspects).
 - Graphic design creation, UX / UI design.
 - Knowledge of the full production cycle.
 - Active development of web solutions, online tools, cabinets, main and individual pages of cloud products,
 - implementation of conversion chain mechanisms, taking into account modern requirements and trends.
 - Creation of scenarios of user behavior and interaction with the system.
 - Creation of interactive prototypes.
 - Use of knowledge on the psychology of perception, color, user experience and usability.
 - Implementation of innovative technologies with constant interaction with developers.
 - Development of styling solutions for commercial products - visual parts of user interfaces.
 - Production of advertising and image promotional materials for online resources, presentation design, creation of illustrations for SMM.
 - Video / audio, animation - development and creation of video and animated promotional materials, video infographics, conducting and providing filming and online broadcasts.
 - Printing and souvenir products - development and creation of graphic promotional materials related to the production of printed and souvenir products.
 - Experience in managing and building the work of a creative team.
 - Experience in working with the commercial department in building multi-funnels of sales focused on the implementation of the sales plan (an integrated approach and solutions, developing a single policy).
 - Work experience with the strategic marketing department in building brand platforms, planning and implementing complex promotional campaigns.
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- Professional knowledge of the necessary graphic packages (Adobe: Illustrator, Photoshop, InDesign, Muse, After Effects, Premiere, Animate, Audition, XD; Figma; ProtoPie).
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- Constantly in a state of self-education. I learn very quickly myself and know how to give knowledge to others.
 - I have strong organizational and analytical skills, tactical and strategic / long-term thinking.
 - Ability to communicate with stakeholders at any level: from the average employee to the CEO and shareholders.
 - Communicative, compromise, team-oriented.

EXPERIENCE

March 2018 ...	INTECRACY GROUP UX/UI, analytics
July 2011 March 2018	LIGA ZAKON Company Chief of Production and Design Department
December 2006 July 2011	OSA ICA Art Director
November 2002 December 2006	Galytsky Contracts Publishing House Chief designer
January 1999 November 2002	«Sense» AA Designer
March 1997 January 1999	«Veselka» TV company Head of Production Department

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