



Name	Roman Levitin
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Full stack designer with a passion for improving the user experience and more than 5 years of creating digital interfaces. Freelance background and B.A. in project management taught me to justify design decisions and work closely with product owners. Always rely on use cases and data analysis and test my work manually and automatically to ensure the best experience on all devices and popular browsers. Enthusiastic about evidence-based design, respectful of guidelines, eager to learn and make a web a better place.

Experience and major projects

06/2017

Fantasy Park Latvia LTD, Riga, Latvia

Design of a cloud-based access-control system for entertainment park. It tracks visitors using barcodes on bracelets. Analysing use cases I've created rules that take into account legislation and business processes. The system had already processed over 17 000 orders and 13 000 kids.

04/2017

24seven Services GmbH, Berlin, Germany

The website for an insurance and household services startup with users profiles, a catalog of offers and online calculators for costs of relocation, rent deposits, etc. Tracked usage of calculators and optimised them to increase completion rate. I've educated employees and helped to launch a newsletter with an open rate of 23%.

10/2016

Segmento LTD (Sberbank Group), Moscow, Russia

The multilingual responsive website for an AI-based marketing company. Preserving design of their old website implemented CMS WordPress and optimised it for mobiles. Worked closely with the team of testers to ensure the best performance on all devices.

03/2016

The Foundation "A Way Out in Saint-Petersburg", Russia

A charity project for a foundation for kids with autism spectrum disorders. I created a landing page for World Autism Awareness Day contest where visitors could modify their social profile pictures.

08/2015 — 11/2016

ThePearl Newspaper, St.Petersburg, Russia

Publisher, Co-founder

Hyperlocal online-newspaper covering topics from lifestyle to politics with over 15 000 views per day. Featured on national TV. The website had a built-in online calendar of local events, polls and advertising platform with complex statistics. Created a fallback of complex grid layout and pagination for browsers without JavaScript. Used heat maps and other website statistics for behaviour analysis and usability improvements.

05/2015

Street Art Museum, St.Petersburg, Russia

The old site of the museum has major problems with UX of both visitors and editors. For example, it had a horizontal scroll with all posts, events, and art pieces mixed together. A sequence of artworks and news was based not on a date but on a system of decimal points and was difficult to manage. I've created a vertical hierarchy, thematic sections and implemented more user-friendly CMS, added registration form on guided tours and redesigned it multiple times after usage analysis. The site has up to 4000 daily views.

12/2013 – 12/2014

Joiny Labs LTD, St.Petersburg, Russia

Co-founder

Led team of developers and editors, was responsible for UI/UX design and branding. Startup pivoted from invitation-app to complex platform combining calendar of major city events and small private parties. Organisers could to plan, promote, and sell tickets to events and users could see what their friends are planning to visit and create own events.

Education

2013 – 2017

Moscow University for Industry and Finance “Synergy”, Russia

Bachelor's degree, Project Management

Specialisation in entrepreneurship. Wrote a thesis on startup as a stage of business and created a project on methods of collective decision making. Participated in university conferences.

2009 – 2011

International School of Luxembourg, Luxembourg

Middle school, High school

Actively participated in a micro-investment club. Took extra web design and communication classes.

Skills

Languages

English (advanced), Russian (native), German (basic communication)

Software

MS Office, iWork, Adobe Creative Suite, Sketch, WordPress, Figma, GitHub, Zeplin, Framer, Invision

Strengths

UI/UX-Design, Web Design, Testing, HTML, CSS, PHP, SEO, Online Marketing, Branding, Project Management, Agile, Prototyping

Personal

Hobbies

Play guitar, snowboard, self-education, read tech and business literature

Family

Married, have a 6 months old son