

Anastasia Nestroevaia

Tel Aviv-Jaffo

UX/UI Designer

 ux-uidesign.com

prmtelaviv@gmail.com | +972 58 755 14 84

LANGUAGES

English - Fluent

Hebrew - Basic

Russian - Native / mother tongue

I'M FOCUSED ON CREATING MEANINGFUL EXPERIENCE THROUGH DESIGN

My belief is that the success of the project depends on how simple, natural, fun and efficient the process is. With all my curiosity about design and technology, I want to deliver cutting-edge, aesthetic, functional and user-centered products to successfully improve our experience and life.

EXPERIENCE

Senior UX/UI Designer

Studio 42 LTD / Tel Aviv

2020 - present

- Lead creating process of complex responsive design system for crypto start up. Creating wireframes, design guidelines, user maps for dApps Store. My goal was to develop and to deliver easy-using solution for DeFi operations inside the dApps Store, creating main user flow with clear, simple interface which lets the user work with complex system of crypti dApps and extensions. By direct collaboration with Product Owner and R&D Department was created a demo of the product, website with description of functionality and marketing assets.

Freelance Designer

Wix.com / Tel Aviv

2020 - present

- Localization design assets, such as responsive landing pages, mails and banners. Working closely with Marketing Department, Design team. Creating assets using existing guidelines, deliver final files according content and design QA.

UX/UI, Graphics Designer

Shiran Waldman Creative / Tel Aviv

2019 - 2021

- Creating user maps, wireframes, design system and responsive design for different kinds of digital products – applications and websites. Working close with developers, preparing and delivering assets for R&D team.

-My main task was–to provide design solutions for digital startups to solve user needs and business challenges.

Graphics Designer & Facebook PPC manager

Pirsum Marina LTD / Tel Aviv

2018- 2019

- Initiated, built, and managed the company's Facebook marketing system, including the development of the social media marketing strategy, and management of global online ad campaigns, pages, and content.

TOOLS

Advanced level -Adobe Creative Suite- (XD, Photoshop, Illustrator) / Sketch/Figma / Elementor/ Power Point/Jira/Monday/Slack

SKILLS

Product Design, User Experience design, Research, User Interface, Design Systems (iOS & Android), Prototyping, Wireframing, Pixel Perfect, Design, Customer Journey map, Agile. Presentation Delivery, Customer Success, user testing

EDUCATION

B.sc Mathematics with specialization in mathematical methods in economics - Lobachevsky State University of Nizhni Novgorod, Russia