



ANTON SMORODIN


Graphic / Web / UI/UX / Marketing Designer

PERSONAL INFO

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 **behance:** www.behance.net/solowebdesigner

SOFTWARE

- Adobe Photoshop
- Adobe Illustrator
- Adobe Indesign
- Adobe After Effects
- Adobe Premiere
- Adobe XD
- Adobe Audition
- Sketch
- Figma
- In Vision
- Cinema4D
- HTML, CSS
- Wordpress (Elementor)
- Powtoone
- Google web designer

EDUCATION

Bezalel Academy of Art & Design
(Visual Communications)

LANGUAGES

Hebrew, English, Russian, Portuguese

OBJECTIVE

Creating User Interfaces for different platforms: Mobile, Tablets, Desktop, Web and Vr. Product design, Web design, Mobile applications, Art directing, Interactive prototyping, Corporate branding and Logo designs. Creating online marketing materials, Social media marketing, Video editing, Illustration. Other skills: Creative Marketing Strategy, Budgeting, A/B & Multivariate Testing, Wire-framing, Collaborating with product managers, R&D support, Performing product graphics multimedia presentations. Creating visual concepts/storyboards, motion graphics.

PROFESSIONAL EXPERIENCE

- 2019 **Senior UI and Marketing Designer at "ADZOO"**
2014 **"ADZOO" Proprietary Smart-Form™ solution**
- Designing graphic user interfaces
 - Creating concepts and prototypes
 - Creating multimedia presentations
 - Designing web tracking systems
 - Creating performance marketing campaigns
 - Creating marketing videos, GIFs and banners
 - Designing mailers, landing pages, funnels
- 2014 **Senior Graphic Web Designer at "RUSHMORE"**
2012 **"RUSHMORE" Internet marketing**
- Designing web applications
 - Designing mobile applications
 - Designing trading platform
 - Guidance to designers and developers
 - Creating high quality affiliate websites
 - Designing mailers, landing pages, funnels
- 2012 **Freelance and iPhone applications developing**
2010
2010 **Art Director at "G KID & YOUNG"**
2008 **"G KID & YOUNG" Advertising agency**
- Art directing and bringing concepts to life
 - Creating campaigns for company's major clients Heinz, ToysRuS, morphy richards, Sealy ...
 - Media publications printed, online and TV
- 2008 **Graphic designer at "FIRMA".**
2007 **"FIRMA" the Brandhouse. Branding/Design studio**
- Developing brand and corporate identities
 - Developing grids and style guides
 - Creating Presentations
 - Designing Posters, logos and Packaging
- 2007 **Graphic/Video designer at "GRAVITY"**
2005 **"GRAVITY" Visual effects & Postproduction**
- Designing advertising for Tv
 - Post production for Tv, movies and music videos