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## Anton Smorodin

Graphic / Web / UI/UX  
Marketing Designer

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### ABOUT

Product and Marketing Designer with a focus on creating engaging products and compelling marketing materials across platforms like websites, social media, and Amazon stores. Experienced in designing attention-grabbing campaigns with landing pages, emails, videos, and banners to drive product success. Skilled in creating UI for Mobile, Tablets, Desktop, Web, and VR. Expertise includes Product Design, Web/Mobile apps, Art direction, Branding, and Illustration. Backed by a strong UI Marketing background, I translate brand visions into appealing visuals and user-friendly experiences.

### SKILLS

Adobe Photoshop  
Adobe Firefly  
Adobe Illustrator  
Adobe XD  
Adobe After Effects  
Adobe Indesign  
Adobe Premiere  
Adobe Audition  
Figma  
Sketch  
Midjourney  
Cinema4D  
HTML/CSS  
Wordpress (Elementor)

### EDUCATION

Bezalel Academy of Art & Design  
(Visual Communications)

### LANGUAGES

Hebrew, English,  
Russian, Portuguese

### EXPERIENCE

#### Product / Marketing Designer

##### *"Particula" Smart Toys*

2021

- Designing innovative products such as GoCube, GoDice, GoChess.
- Creating effective marketing campaigns, incorporating attention-grabbing landing pages, email campaigns, videos, and banners to drive product success.
- developing compelling marketing materials for diverse platforms, including company websites, social media, and Amazon stores.

#### Art / Designer

##### *"WE" Advertising agency*

2019-2021

- Executed and applied digital marketing solutions & strategies across the company's major clients KFC, Philips, Bioderma, Tamnun
- Lead the planning and structuring of design projects from start to finish.
- I worked on web pages, newsletters, email campaigns, social media ads, info-graphics & content marketing.

#### UI / UX Marketing Designer

##### *"ADZOO" Proprietary Smart-Form™ solution*

2014-2019

- Created the product concepts. Designed UI & UX in collaboration with the engineering team.
- Designed in-app graphics & visual styles for new features of the trading platform.
- Developed all of the branding, marketing, and visual design, videos, promotional assets & daily core content.
- Conducted market research and user feedback sessions.

#### Graphic Web Designer

##### *"RUSHMORE" Internet marketing*

2012-2014

- Worked on future Traderush trading platform. As a team we worked to determine new features and user flows.
- Contributed to team efforts with motion design for interactions, UI and overall visual design, as well as prototyping.
- Assisted creative director and created ideas for marketing campaigns.
- Designed mailers, landing pages, funnels.

#### Art Director

##### *"G KID & YOUNG" Advertising agency*

2008-2010

- Developed multiple campaigns for assigned products in partnership with copywriters and the account team.
- Designed concepts to clients and preparing presentation for each strategic direction.
- Created campaigns for company's major clients Heinz, ToysRuS, Morphy Richards, Sealy.
- I designed websites, banners and landing pages.

#### Graphic Designer

##### *"FIRMA" the Brandhouse. Branding/Design*

2007-2008

- Focused on branding identity design for clients such as Bank Leumi, Cafe Cafe, Tuborg, S.waer, Hoodies.
- Developed grids and style guides, creating marketing collateral, web sites, trade show displays and presentations.
- Worked closely with strategy team to create visual solutions.