

Artem Fenoha

UX Designer & UI Coder

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Summary

I am a UX designer and a UI developer with 11 years of experience. Of these, 5 years successfully worked on improving conversion rate in the most popular Ukrainian online store Rozetka.ua (average 75 million visitors per month). In free time I am crafting side projects: from prototypes and design concepts to developing HTML/CSS/JS code for site. My new project scored 99/100 points in the Google PageSpeed Insights test.

Key skills

Understanding of human-centered mobile design principles. Experience with responsive mobile-first design and Ecommerce UX. User experience, visual and interaction design. Creating information architecture diagrams, wireframes, prototypes, screen flows. User research. And also HTML/CSS/JS development with highest Web Performance rate.

Tools: Sketch+Craft+InVision, Figma, Adobe Photoshop, Axure, Balsamic, Principle.

Web technologies: HTML 5, CSS (SASS, PostCSS), Pure JavaScript/JQuery (basic), Gulp and NPM modules, static site generators Jekyll and Mozilla Nunjucks.

Social skills

Team-player mindset, able to be independent and collaborative on multiple projects. Have extensive experience working with Software Developers and Engineers. Proactive, meticulous, organized and detail-oriented. Always open to receiving feedback and constructive criticism.

Professional experience

Product Designer at OWOX BI

2017-08 — present

OWOX

I conducted a UX audit of current functionality and user polls. Analyzed visitor sessions. This helped me to identify product flaws. As a result, I introduced a new product design and created a component library in Sketch.

UX/UI Designer + UI Developer for Rozetka.ua

2012-10 — 2017-08

OWOX

I had working on a lot of tasks: redesign a whole project, create new iOS app for iPhone and iPad, designing new mobile version of the site, designing emails, create clickable prototypes in Axure. And one of the last tasks was to design new product page, as a result we had had significantly increased the conversion rate in orders.

UX Researcher

2012-06 — 2012-10

OWOX

Developed usability checklist for online stores and carried out UX consulting with usability testing and user research for client projects.

HTML/CSS-Coder + Team Lead

2007-06 — 2012-06

OWOX

I had working on HTML/CSS for more than 40 projects (with Internet Explorer 6 browser support) and code integration into Smarty templates. Therefore I had become on team lead position, where I started train my colleagues and gived review their code.

Side projects

Vedroid.com

2015 — present

Catalog of smartphones, tablets and smartwatches on Android OS

I had working on all stuff: idea, prototypes, design mockups, HTML/CSS/JS code, text written, SEO optimization. And as a result my site scored 99/100 points in the Google PageSpeed Insights test. For three months, site traffic has increased from 0 to almost 500 visitors per day.

Allnokia.in.ua

2008 — 2015

Catalog of NOKIA smartphones and phones

This project created with responsive design, Bootstrap-code, JQuery framework and not so long ago he was very popular (4 000 visitors per day). But unfortunately today site is dead, because all attention goes to the Android devices.

Education

University Degree by Specialist of Physics Science

2004-09 — 2009-06

Oles Honchar Dnipro National University, Ukraine

Specialization: Computer Physics. Diploma: Development of a web application for distance learning and knowledge control on the example of a course in general physics.

Certifications

Certificate of completion of the three-day practical course «User Interface and Information Presentation» in Kiev from Artem Gorbunov.

August 2007

A letter of recommendation from Nokia and a diploma confirming the completion of a training program on effective communications.

June 2005

Languages

English (technical, intermediate level), Russian (fluently), Ukrainian (my native).