

# Kristina Prudnikova

UI designer | [Portfolio](#)

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- I've designed the website and news app for the independent Russian newspaper "Novaya Gazeta", which has a web traffic of 1 million monthly visits.
- I've launched 3 products as a marketing manager and know how design can improve business.

## WORK EXPERIENCE

### **KOSS Cosmetics – the brand of Korean cosmetics in Spain, visual designer** / Jul 2022 – Feb 2023

- Created the corporate blog. Analysed competitors and prepared prototypes, design system and adaptive layouts.
- Designed 10 email campaigns in Mailchimp.
- Designed visual content for social media.

### **Sciencely – science courses for children in Russia, marketing manager** / Sept 2020 – Mar 2022

- Increased the number of online science course participants by 2 times since 2019.
- Prepared the marketing strategy, landing page, and trial lessons for offline courses and sold 86% of tickets.
- Interacted with graphic designers and created briefs for landings, banners and print materials.
- Tested visual creatives at Facebook Ads and analysed banners through metrics of CTR, CPA.

### **IKIGAI LAND – tutoring programs for teenagers, graphic designer** / Jul 2020 – Sept 2020

- Created a 96-page daily planner for teenagers. The print run of 500 copies was completely sold out.

### **Charmer – web design studio in Russia, Internship, web designer** / Sept 2019 – Jan 2020

- Designed a website concept for the mobile game developer company Playgendary.
- Created a user flow and elements for the website of the contemporary art museum "Garage" in Moscow and the monthly cinema magazine "Iskusstvo Kino".

### **Novaya Gazeta – the independent Russian newspaper, visual designer** / Oct 2018 – Jul 2020

- Developed the UI design of the website and mobile application.
- Designed UI for the Novaya admin panel.
- Created design for social media and email newsletter.
- Prepared the visual identity for the Hackathon of Data Journalism.

## SKILLS

### Soft

**Management skill.** I can work independently and structure my tasks.

**Presentation skill.** I know how to explain design solutions and am always ready to share my ideas.

**Teamwork.** I can collaborate with people to reach the best results.

**Learn quickly.** I rapidly learn new things and can admit the critiques.

### Hard

Adobe Photoshop, Adobe Illustrator, Adobe After Effects, FinalCut, Figma, Microsoft Office Suite, Facebook Ads

## EDUCATION

Higher School of Economics  
Bachelor's degree, Communication, Media and Design / 2015-2019

## LANGUAGES

English, B2.2  
Spanish, B2.2  
Russian, native

## PROFESSIONAL COURSES

Bang bang education, School of Design, Identity  
Typomania Design School, graphic design

## VOLUNTEERING

Strelka Institute for Media, Architecture and Design / Summer Program 2021