

# KONDRATEVA EKATERINA

Web Designer · UX/UI & Interface Focus

## WORK EXPERIENCE

### Web Designer / UI Designer — Freelance

March 2023 – Present

- Design landing pages, websites, dashboards, and UI/UX flows for small brands, startups, and digital projects
- Take responsibility for the full design process: research, structure, wireframes, visual design, and final delivery
- Work with information hierarchy, user flows, and interface logic to create clear and usable digital solutions
- Design presentations and visual materials that translate complex information into clear, structured layouts
- Collaborate directly with clients, aligning design decisions with real business goals and project constraints

### Visual Designer / Content & SMM Specialist

December 2022 – November 2024

- Designed visual content for social media and digital platforms, maintaining consistent brand style and visual tone
- Created posters, banners, and promotional visuals for online communication and campaigns
- Designed presentations and structured visual materials for internal and external use
- Developed product cards and visual assets for marketplaces, focusing on clarity, hierarchy, and visual appeal
- Collaborated with content and marketing teams to align visuals with messaging, audience, and campaign goals
- Gained a strong understanding of how visual design supports communication, engagement, and brand perception

## LANGUAGES

Russian — Native

English — Intermediate (actively improving, comfortable in written communication)

## CONTACTS

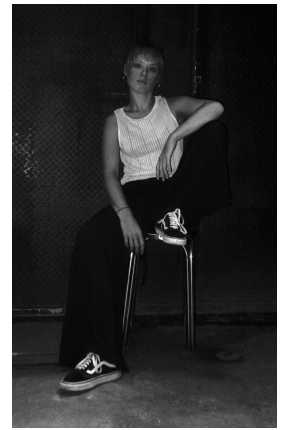
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## BIO

Web designer focused on structure, clarity, and user experience. I create clean, thoughtful websites and interfaces that not only look good but are built around real business goals. I have experience designing dashboards, presentations, and UI/UX flows, paying close attention to usability and information hierarchy. I'm used to working independently and taking responsibility for the full design process — from idea to final result.

My background in branding, content, and digital marketing helps me design interfaces that make sense both for users and for businesses.

## SKILLS

### Design & UX

Web Design  
UI/UX Design  
Landing Pages & Website Design  
Interface Structure & Information Hierarchy  
Wireframing & User Flows  
Layout Systems  
Component-based Design  
Dashboard & Presentation Design

### Visual & Brand

Visual Systems & Layouts  
Typography & Grid Systems  
Brand Consistency  
Social Media Visual Design  
Marketing & Promotional Visuals  
Marketplace Product Cards Design

### Tools

Figma (Layouts, Components, Auto Layout)  
Adobe Photoshop  
Adobe Illustrator  
Jitter

### Workflow & Collaboration

Full-cycle Design Process  
Independent Work  
Client Communication  
Requirements Clarification  
Business-oriented Design Thinking