

## Alexei Zgdansky: UI/UX, Product Design & Art Direction. 2017

Hello, I am a strategic, inquisitive, design-focused professional, passionate about practicing clean and elegant aesthetics in my designs and maximizing user engagement. I believe story telling is the natural purpose of all media.

This applies to a swipeclickytubey user interface just as well as it does an ultra-viral video, comfortable middle-aged print ad or extreme beverage logo. The breadth of my skill and experience in both traditional and digital advertising as well as ux & product design can be a strong asset for your company.

Staff & Permalence Experience

### **ADP Innovation Lab 07.14-Present** **Senior User Experience Designer**

User-centered designer working with cross-functional scrum-teams in agile start-up environment. Collaborated closely with product, engineering and user research teams to push forward platform wide innovation and bring a unique SaaS (Software as a Service) suite of HR products to the market.

#### **Highlights**

- Collaborated with product management and development teams to define requirements, scope, and translate UX vision into working prototypes
- Established user experience research and testing processes
- Communicated product vision through competitive research, user flows, process flows, and roadmaps to aid in cross-team comprehension.
- Developed platform-wide UX style guide documentation
- Advocated for templated experiences and optimized navigation that reduced development time.
- Awarded a patent for a design pattern developed for a complex user flow
- Redesigned and optimized complex processes into a single flow
- Designed dashboards, profile pages and task-oriented processes such as payroll, transfers and timesheets

#### **FIT Fall 2014**

##### **Course Instructor; Introduction to User Experience**

My first experience at the front of the classroom was highly challenging and personally instructive. In efforts to present the FIT 2015 seniors with a real world sense of what user centric design means I found myself expanding and sharpening my own understanding of the subject matter.

#### **Geometry Global 03.11-07.14**

##### **Senior Art Director**

Multidisciplinary creative tasked with development, presentation and execution of B to C advertising collateral including TV, Print, digital and CRM Solutions. Highlights include presenting the Pirelli Condom as part of a succesful new business pitch for the Italian tirebrand, working with a 'mechanical sun' to achieve a timelapse look for a Time Warner Cable spot, and others.

#### **Highlights**

- Concept ideation & Art Direction for multitude RFP & new business pitches including Fidelity, Time Warner Cable, Optimum, Maximus Vodka, Terminix, Pirelli and more.
- Lead Art Director/Designer for Heineken Star augmented reality App, the Aetna Healthy Food Fight nationwide sweepstakes experience & Southwest Airlines iOS game
- Art Direction, concept through production for Time Warner Cable TV spots

#### **CONTACT**

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#### **EDUCATION**

BFA, Parsons School of Design,  
Class of 2005

#### **SKILLS**

Photoshop  
Illustrator  
InDesign  
Sketch  
Invision  
Final Cut Pro  
After Effects  
Mac/PC  
Creative Direction  
Art Direction  
UX/UI Design  
Visual Designer  
Photographer  
Shreditor  
Strong Leadership  
Detail Oriented  
Organized  
Fluent in Russian

#### **CLIENTS**

Lifion by ADP  
Hewlett Packard  
Microsoft  
Nikon  
Verizon  
Intel  
Mastercard  
GM  
US Army  
Home Depot  
Captain Morgan  
Lunesta  
Heineken  
Aetna  
Time Warner Cable  
BMW/MINI Financial Services  
Capitol One  
Nestle Waters  
Pepperidge Farms  
Fidelity  
AZ Films LLC.

## **MRM Worldwide 07.07-03.11**

### **Art Director**

Art Director and designer for digital accounts working closely with UX, Front End development, 3D graphics and video production teams. Worked on a broad range of projects and media, starting with a welcome package design for Verizon FiOS, working through all the requisite banner and microsite projects of the mid 2000's digital marketing space, a flurry of new business work in the midst of the 2009 recession culminating in highly conceptual projects for the newly emerging iOS app market. A fair share of 100 hour weeks and a great deal of professional growth.

### **Highlights**

- Lead UI designer for iOS apps including GM Carmode and Lunesta
- Ideation & UI design for multiple pitches including Johnny Walker, Home Depot, The United States Holocaust Museum, Reese's Pieces & PF Chang's
- Managed a team of junior designers on brand identity and interactive projects
- Developed MRM's corporate identity package across print and digital media
- Designed and produced welcome kit for Verizon FiOS

## **Wunderman 01.06-04.07**

### **Art Director**

First real agency experience out of the gate. Last job having to use Quark.

- Art direction & design for HP catalogue
- Concept and storyboard for catalogue photo shoots
- Ideation on various brands including Microsoft

Select Freelance

## **CASTACLIP 08.15-10.15**

### **UI Designer**

Designed user interface concepts for a video editing/sharing android application

## **AZ FILMS 06-Present**

### **Art Director/Visual Designer**

- Branding, Identity and Promotional design for multiple award winning documentaries
- UI/UX design for company site
- Various aspects of production design

## **G2 05.07-06.07**

### **Art Director**

- Direct marketing & collateral for BMW/MINI Financial

## **MOLI Professional Network 09.05-11.05**

### **Visual Designer**

- UI design
- Branding & Identity