

Ruslan Shaykhutdinov

Digital content creator, Graphic Designer

Monroe, NC 28110

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8+ years of experience in UI/UX Design for mobile as well as Web applications

- Advanced knowledge in being a part of and creating UX wireframes for agile and waterfall teams
- Experienced in requirements gathering, use case development, problem-solving, interactive prototypes, general usability testing, surveys, and internal training for teams to easily understand requested products
- Strong analytical and problem-solving skills in order to come up with easy and user-friendly solutions and propose the most efficient recommendations
- Detail-oriented and very passionate about design aesthetics
- Very organized and able to successfully prioritize work duties and projects
- Effective in Team Setting as well as Individual Contributor
- Experienced in creating video training and small infomercials for client's training
- Experienced in presenting and conducting prototype testing
- Experienced in mobile and responsive web design development
- Good communication skills
- Design career-minded with strong attention to details
- Eager to learn new tools and work on various projects
- Languages: English, Russia.
- Permanent resident with authorization to work on any company in the USA

Authorized to work in the US for any employer

Work Experience

Digital Content Creator

AbbVie - Charlotte, NC

May 2022 to Present

- Efficiently converting PowerPoint learning materials into engaging and interactive HTML5 presentations utilizing the Articulate 360 software package (Articulate Storyline, Rise 360) and Active Presenter.
- Enhancing the learning experience by incorporating multimedia elements, animations, and interactive features into the converted presentations.
- Skillfully editing and refining video content using Adobe Premiere Pro to ensure seamless and professional-grade results.
- Creating visually appealing motion graphics and animations for video projects using Adobe After Effects, further enriching the learning materials.
- Collaborating with instructional designers and subject matter experts to ensure the accuracy and effectiveness of the learning content, while adhering to established design principles and guidelines.
- Continuously updating technical skills and staying current with industry trends to deliver cutting-edge learning experiences for end-users.

Senior Graphic designer / Marketing Manager

Omninet - Charlotte, NC

December 2019 to December 2021

Responsible for the entire marketing team and all marketing-related activities.

- Product marketing concepts (messaging, branding, materials, communication)
- Creative marketing - developing new marketing initiatives to drive business
- Corporate branding and brand guidance.
- Field marketing event coordination and materials/promotion creation and lifecycle
- Corporate web and media presence - website (WordPress), social, video etc.
- Social media marketing - Facebook, Twitter, and Linked-in
- YouTube presence - video creation, editing, and promotion.
- Hubspot integration
- Portal UI design and graphics creation
- Software UI design and graphics creation.
- Reported directly to the CEO for any misc projects.

Manager/Graphic designer

ECG&Tile, Inc - Charlotte, NC

January 2018 to November 2019

- Team lead for overall user experience in multiple web projects, online advertising, marketing, and sales materials for company products.
- Revamp entire company branding.
- Created style guides for the Development and QA team to ensure consistent and efficient implementation of organizational design standards.
- Developed use-case scenarios, information architecture, flowcharts, wireframes, and diagrams for the most efficient understanding of developed products by all parties involved.
- Participate in the development process from definition through design, build, test, release, and maintenance of developed websites
- Conduct product presentations for stakeholders as well as internal teams on final products
- Perform pre and post-production validation of developed products to validate design standards

Graphic Designer Video editor

Maminfo

September 2013 to October 2017

Was part of development teams that designed and developed web and mobile application that provide information and services to pregnant women

- Led various sessions to explore potential design solutions compatible for both iOS and Android platforms as well as web standards • Worked closely with usability researchers to create prototypes that could be used for development/testing, and converted findings into actionable design directions • Developed the UX strategy and roadmap for activities, deliverables, and future improvements of web and mobile apps
- Provided guidance for developing web application with responsive Web design
- Presented potential designs to various parties for feedback gathering in order to understand complexities and potential changes in design
- Supported development/BA/QA teams with all the necessary details and provided recommendations and support during all the software development stages
- Performed research on latest mobile designs for improving user experience of the web and mobile application

- Participated in daily stand-up meetings to report/track tasks progress of entire team and answer all UI/UX questions
- Helped development/QA teams to perform functionality validation on multiple browsers as well as multiple mobile devices/OS
- Participated in performing end-to-end testing of developed projects for production readiness
- Performed post production testing
- Created training materials and user guides for newly developed functionalities

Education

Bachelor of Business Administration in Marketing Operations

International Academy of Tourism

2002 to 2008

Certified in PROFESSIONAL GRAPHIC DESIGN

STONE RIVER E-LEARNING

Skills

- Windows 10/8/7/Vista/XP, OS X (10+ years)
- iOS, Android (5 years)
- Sketch (3 years)
- Adobe Photoshop (5 years)
- CMS Joomla (5 years)
- Microsoft Office, Documents (Office Docs for Apple), Google Drive (8 years)
- JIRA, TFS, (5 years)
- HTML, CSS, XML, JSON, JavaScript, Java
- User Interface (UI)
- Agile
- User Experience (UX)
- Git
- WordPress
- Figma (5 years)
- Davinci Resolve (2 years)
- Zennoposter (1 year)
- Adobe Illustrator (7 years)
- Adobe Premiere (7 years)
- Adobe After Effects (7 years)
- Adobe Acrobat (7 years)
- Adobe Character Animator (2 years)
- Adobe Dreamweaver (3 years)
- Adobe Audition (5 years)

- Adobe InDesign (7 years)
- Adobe XD, (6 years)
- Photography (3 years)
- Photo editing (3 years)
- Digital design (6 years)
- Adobe Creative Suite
- Typography
- Visual design
- InVision
- Motion graphics
- Content development
- Adobe Lightroom
- Project management
- Logo design
- Editing
- Color theory
- E-commerce
- FTP
- Graphic Design
- Social media management
- SaaS
- Email marketing
- Product development
- Design patterns
- GitHub
- Technology (10+ years)
- HTML5
- Content creation
- Active presenter (1 year)
- Articulate 360 (1 year)
- Rise 360 (1 year)
- Storyline (1 year)

Languages

- Russian - Expert

Links

<https://www.linkedin.com/in/russ-shake>

Assessments

Graphic design — Proficient

December 2021

Using graphic design techniques and producing visual media to communicate concepts

Full results: [Proficient](#)

Indeed Assessments provides skills tests that are not indicative of a license or certification, or continued development in any professional field.