

Andrei Asadchy

UI/UX & Product designer with front-end expertise

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ABOUT

My task as a designer is to find the most effective and aesthetic solution at the intersection of business goals and user needs. I consider the design process as a part of the overall product development cycle aligned with the company's strategy and brand values.

I enjoy solving hard tasks and working on the splice of technologies.

Frameworks and Methodologies: User-centered design process, Lean UX, Double Dimond, Agile, Scrum, JTBD, Goal-Directed Design, CusDev, Personas, User stories, Job Stories, CJM, Ethnographic Study, Competitive audit, Usability Study

Interfaces: Cross-platform design, Design systems, StoryBooks, Design Tokens, Accessibility, Usability, Information Architecture, Prototypes, Wireframes, User flows, Storyboards.

Visual design: Logos and corporate style, Key visuals, Infographics, Illustrations, Icons, 3D visualization, Typography, Lettering, Retouching

Video, Motion, 3D: Scripting, Directing, Filming, Motion design, 3D animation, Color grading, Visual FX, Hi poly and Low poly modeling, Creating animated assets

Team Lead and Art Directing: supervising, mentoring, conducting audits, performance-reviewing, interviewing and hiring designers, facilitating knowledge-sharing activities.

TOOLS & TECHNOLOGIES

HTML+CSS, CSS animation, JavaScript (basics)

Figma, XD, Illustrator, Photoshop, After Effects, Animate, Audition, 3ds Max + Vray/Corona, DaVinci Resolve, Unity, Unreal Engine (basics)
Visual studio code

LANGUAGES

English: C1 Proficient

Belarusian, Russian: native

EMPLOYMENT HISTORY

2021 – Now

Softeq

Senior UI/UX designer, Lead UI/UX designer

On the projects: Organized the full cycle of design development. Creating Design systems, StoryBooks, Unified patterns. Worked closely with product owner, business analyst, scrum master and developers.

On corporate activity: Mentored and art-directed designers of the company. Interviewed and hired designers. Contributed into the design culture of the company by organizing networking with designers from other companies, informal meetings. Created mater-classes and published design-related articles.

2013 – 2021

asadchy.me

Art Director, Manager, UI/UX, graphic & motion designer

Branding, Corporate Identity, Advertising, Web design and development. I combined the roles of CEO, Project and Client Manager, Art Director, and designer.

2010 – 2013

Digitalizm

Art Director, UI/UX, graphic & motion designer

Web-design, advertising, digital marketing, applications for social networks, mobile applications, games. Mentored and art-directed designers of the company. Interviewed and hired designers. Contributed into the design culture of the company by organizing networking with designers from other companies, informal meetings.

2010 – 2010

Freelance

UI/UX, graphic & motion designer Web-design.

2002 – 2010

Medium

Coder, UI/UX and graphic designer, Creative Director

Creating Interactive Educational applications, Multimedia products.

1998 – 2002

Belarusian State University of Technology

Science group member, coder, graphic designer, developer.

Creating Interactive Educational applications.

EDUCATION

Belarusian State University of Technology

Faculty of Economics (Not finished)

5 years

Bang Bang Education

Neural network effects in graphics

36 hours

British Higher School of Art and Design

Digital arts intensive course

84 hours

Cinema School of Andrei Polupanov

Director-Filmmaker

128 hours

NestArt

Graphic Arts and Painting

156 hours

inLearning

After Effects Guru: Expressions

After Effects CC 2021: Character Animation Essential Training

Animation Foundations: Drawing Cartoon Characters

After Effects Scripts & Tips: 1 Animation Techniques

JavaScript Essential Training (2011)

CSS: Animation (2016)

CSS: Core Concepts

Coursera

Conduct UX Research and Test Early Concepts

Build Wireframes and Low-Fidelity Prototypes

Start the UX Design Process: Empathize, Define, and Ideate

Foundations of User Experience (UX) Design