

Pavel Vashenko

Lead product designer
mail@pvashenko.com

Skills

Product design
Mobile design
Web design
Icon design
Prototyping
Animation

Tools

Figma · Sketch · PS
Origami · Principle
HTML · CSS · JS

About me

I'm a product designer with 11-years experience in developing social and utility products. During this period I won in contests, worked as a freelancer, took part in startups and had an experience of employing to a big company. I designed local stuff as well as wide-scale products for tens million users.

Usually I'm responsible for product design from scratch to production. I'm doing it by exploring subject field, learning all needs and possibilities, thinking about customer journeys, creating pixel-perfect mockups, providing assets and animations, supporting developers, analysing metrics.

I believe design is not only what a product looks like but how it works. Perfect design is useful, clear, modern, aesthetic, clean and simple. My passion is to create high-quality products.

Experience

Locals.org

App to meet people, have fun and do good in real-life · locals.org
Lead product designer · From Apr 2020

With founders and product managers we're working on improving Locals mobile app, testing new ideas, making concepts, adjusting look and feel. I'm also involved into hiring new people, leading a design team and building design processes.

Openland

Messenger for communities raised \$2.3M (YC18) · openland.com
Senior product designer · May 2019 – May 2020 · Remote

I've took product design of Openland to the next level by building a design system and renovating every product, flow and screen on web, mobile and desktop platforms. I've polished core messaging experience, integrated payments, designed powerful video calls, improved profiles and discover section, and more.

Vkontakte (VK)

The largest Russian social network with 100 million MAU · vk.com
Product designer · Jan 2016 – Jun 2018 · St. Petersburg

I started my work with launching side products like Snapster (2 million installs) and Vinci (3 million installs). Then I was working on Games, Newsfeed, Messages, Stories, Polls and Bookmarks design. Also I've designed back-office products – mobile support and crowd-testing platform.

Freelance

UI/UX designer · Aug 2014 – Dec 2015 · Remote

I was self-employed designer and took part in startups. I worked on landing pages, desktop and mobile apps for clients.

Contests

Telegram: redesigning chat and attachments menu on Android

One of the winners · 2019

Telegram: creating colour themes of the messenger

One of the winners · 2017

VK: designing messages on iOS

Prize-man · 2015

VK: improving current design

One of the winners · 2012

uCoz: building a template for CMS

Best mobile template · 2012

VK: designing and coding messages

Winner · 2011

Education

**Saint Petersburg State University of Information Technologies,
Mechanics and Optics**

Robotics · Not graduated · 2015–2016