

Pavel Vashenko

Product Designer
St. Petersburg, Russia
mail@pvashenko.com

Skills

Product Design
Mobile Design
Web Design
Icon Design
Prototyping
Animation

Tools

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

About Me

I'm a product designer with 8-years experience in developing social and utility products. During this period I participated and won in contests, worked as a freelancer, took part in startups and had an experience of working in a big company. I designed local stuff as well as wide-scale products for tens million users in any platform.

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, working with other stack-holders, 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

Vkontakte (VK)

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

I've designed Snapster (2 million installs) and Vinci (3 million installs). Upgraded Games with Direct Games, desktop app called VK Playzone, better catalog, new games pages and integration to a main menu. Designed Communities Apps with useful widgets and fully mobile experience. Redesigned Find Friends section and Email Notifications. Created back-office products as mobile Support and Crowd-Testing Platform. Took part in designing Stories, Stories Replies and Lenses. Designed new awesome Polls in Newsfeed. Reinvented Bookmarks service. Also I've created and supported UI-kit for Android and drawn a lot of icons.

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