

levgen Bazdyriev

Designer

San Diego, CA 92129

design.pioneer@gmail.com

+16199678169

Hello, everyone!

I am a San Diego-based designer from Kyiv, Ukraine, who helps businesses to reach new goals and implement their ambitious plans with a strong Brand Identity and Product Design.

Over the last 12 years, I have created and maintained brands and web ecosystems, providing high-quality design solutions on 300+ projects for 100+ clients.

I believe that exceptional design is one of the key points for any successful business in the modern world, and I am confident I can help your organization reach its goals.

Welcome to my website: <https://pioneerdsngn.com/bio>

Authorized to work in the US for any employer

Work Experience

Product Designer

Poptop LLC - Newcastle upon Tyne

April 2018 to April 2023

Private and corporate events marketplace

<https://poptop.co.uk>

- Creating the brand Identity and brand communication design
- Developing and improving customers' and suppliers' journey maps
- Creating and improving UX/UI design of the product
- Leading design direction for the company
- Managing design research and target audience interviews
- Collaborating with developers and marketing team on a daily basis
- Work closely with cross-functional teams

Senior Designer/Project Manager

Pioneer Design Studio - Kyiv

September 2011 to February 2022

Full-service design studio I founded and ran
(Shut down due to war in Ukraine)

- 200+ Logos and Brand identity designs produced for B2B & B2C international projects and companies
- 100+ Websites and products designed (includes e-commerce)
- Design Research and improvements

- Product Design (web, applications, interface)
- Creating Customer Journey Map and Value Proposition Canvas
- Communications Campaign Design
- Packaging Design
- Team/Project Management

Designer

Technopolis - Kyiv

December 2008 to May 2011

Home Appliances and Electronics chain in Ukraine

- Developed and oversaw the execution of the brand strategy as we scaled from 7 to 59 locations during my tenure
- Created design and led 100+ ad campaigns that were used in locations across all of Ukraine's major cities
- First in-house designer at the company responsible for full stack design, primarily focused on graphic and web design
- In two years - led a team of 5 designers in the execution of daily graphic and web design activities
- Brainstormed creative and advertising strategy for opening new stores

Education

Master's degree in Computer Science

Zhytomyr State Technological University - Zhytomyr

September 2005 to June 2006

Bachelor's degree in Computer Science

Zhytomyr State Technological University - Zhytomyr - Zhytomyr

September 2000 to July 2005

Skills

- User Interface (UI) (10+ years)
- User Experience (UX) (6 years)
- Adobe Photoshop (10+ years)
- Adobe Illustrator (10+ years)
- Branding (10+ years)
- Web Design (10+ years)
- Agile (6 years)
- Adobe Creative Suite
- Logo design (10+ years)
- Communication skills
- Graphic design (10+ years)
- Figma (5 years)
- Presentation skills

- Adobe InDesign (10+ years)
- Typography
- Adobe Acrobat
- Git
- Project management (10+ years)
- Marketing (6 years)

Languages

- English - Expert
- Russian - Fluent
- Ukrainian - Fluent

Links

<https://pioneerdsn.com/bio>