



# LADA NAZARENKO

UI/UX & MEDIA MARKETING DEVELOPER

## EDUCATION

**2008-2012**

NATIONAL TECHNICAL UNIVERSITY  
OF UKRAINE

Bachelor: Fine Arts & Design

**2014-2015**

GEORGE BROWN COLLEGE

Postgraduate

Interactive Media Management

## RELEVANT COURSES

✓ **2016**

BITMAKER LAB (Full-time Course)

UX Design/App development

📍 Vancouver, BC

✉️ nazarenkodmn@gmail.com

🌐 www.ladanazarenko.com

## SOFT SKILLS

- responsibility, diligence
- efficient trouble-shooting
- strong team player, able to lead
- managing multiple projects within different teams at the same time

## PROFESSIONAL SKILLS

- ✓ creative thinking within the determined strategy
- ✓ proficiency with a pixel-based and a vector-based tools (Adobe CC Suite, Sketch)
- ✓ working knowledge of HTML/CSS
- ✓ strong understanding of UI/UX principles
- ✓ working knowledge of 3D modelling and texturing (Modo, SketchUp)
- ✓ animation and motion graphics skills
- ✓ attention to details

# L A D A N A Z A R E N K O

UI/UX & MEDIA MARKETING  
DEVELOPER

## WORK EXPERIENCE

### Freelancing (Sole Proprietorship)

Visual Developer & Marketing  
Assistant/ Office administrator  
(2024-2025)

- Website design, support and maintenance
- Creating various visuals (video & images) for use in social media and online platforms
- Google Ads / SEO/ online presence
- Billing Assistance, Client oriented communication

### Tree Brothers (Vancouver)

Office administrator/Marketing  
Assistant (2018-2021)

- Website development, support and maintenance
- Creating various visuals (video & images) for use in social media and online platforms
- Google Ads / SEO/ online presence
- Billing Assistance, Client oriented communication

### DFO Global Performance Commerce (Vancouver)

Graphic Designer, UI/UX developer  
(2017-2018)

- producing design concepts for web;
- creating various versions of images or videos for use in the social media and online marketing;
- specialized software (Adobe CC, Sketch);
- building web page layouts, structuring online funnels

### TI Group (Toronto)

Ideation Specialist (visual concept  
creator)

- marketing strategy development
- design concept development/visualization - retail signage design (from the sketch to final product presentation)
- Interactive Print solutions (AR) for retail
- Interactive media content production (images/videos/animations)

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## WORK EXPERIENCE

### Freelancing

Graphic Designer / Motion

Designer (2012 - 2015)

- graphic/print design/branding
- motion graphic design
- UI/UX: front end design/  
development

### Calvaria Publishing House

Illustrator / Sr. Graphic Designer

(2008-2012)

- book illustration/ print design -  
leading design team
- communications with authors/  
publisher
- coordinaing projects within the  
creative teams

## INTERESTS

- ✓ UX in everyday life - human behavior
- ✓ 3D cartoons
- ✓ photography
- ✓ yoga
- ✓ Virtual Reality Implementation
- ✓ Augmented Reality in marketing

