

Sergey Yeremenko

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yrmnko.com

Experience

Product Designer - iSpot.tv (Acquired Ace Metrix in 2020)

August 2017 - Present

- Provided creative direction following merger by creating new logos sales materials, and brochures to promote cohesion between brands contributing to a fluid merger.
- Designed a new login flow further connecting both iSpot and Ace Metrix by allowing all clients to log in using single sign-on.
- Responsible for design of data visualizations combining 50 million responses from over 100,000 ads allowing advertisers to gather actionable and strategic feedback about their video ad creatives.
- Redesigned unique survey interfaces for both mobile and desktop in order to maximize the completion rate resulting in over 35 million verbatims.
- Created wireframes, sitemaps, and interactive prototypes using Axure in order to gather design feedback from all stakeholders.
- Used Photoshop and Illustrator to provide sketches, high-fidelity mock-ups, and other UX deliverables for developers to minimize discrepancies across teams.
- Mentored design interns to promote creative thinking and improve their skills.

Designer / Web Developer - yrmnko.com (Freelance)

June 2016 - August 2017

- Designed a dashboard for GameBlocks (acquired by Ubisoft), a powerful anti-cheat tool for video game publishers allowing them to identify, track, and ban players that are caught cheating.
- Conceptualized, designed, and built optimized sales funnels improving conversion rates by 3-5% for ecommerce skincare brand EarthsCure.
- Created brand identity and professional websites for a variety of businesses.
- Prepared custom artwork and interface prototypes for mobile applications.
- Co-founded bus tracking web application to track MTA buses (MetrolyApp.com).

Designer / Web Developer - BeenVerified.com

March 2013 - May 2016

- Rebuilt sales funnel using Bootstrap to create a mobile-friendly experience.
- Executed A/B testing strategies to maximize lead generation and improve conversion rates of customer acquisition flows by 15-20%.
- Studied and improved UX by observing user behavior using third-party software like VWO, Heap, and Google Analytics to help make data-driven design improvements.
- Designed, developed, and maintained NumberGuru.com using HTML5, CSS3, and JavaScript to help user's look up unknown phone numbers and mark as spam.
- Achieved cross-browser compatibility, including IE8 ensuring a uniform experience.

Lead Designer - Brooklyn College, CUNY

June 2011 - March 2013

- Lead Designer of new book-scanning application allowing users to scan the pages they needed ensuring more students could use the limited number of books.
- Responsible for the design and implementation of new library website.
- Created dozens of digital images for print media campaigns, brochures, mailers, posters and flyers.

Skills

- Visual Design
- Interaction Design
- Design Systems
- Prototyping
- Usability Research
- Accessibility
- A/B Testing

Tools

- Pencil and paper
- Adobe Photoshop CC
- Adobe Illustrator CC
- Figma
- Axure RP

Technology

- HTML
- CSS & SASS
- JavaScript
- React
- Git
- Jira

Education

Bachelor of Science

Spring 2011

Brooklyn College, CUNY
Business Management, Art
Honors: *magna cum laude*