

# Simon Mokrov

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## PROFILE

I am a **Brand & Digital Designer** with over 7 years of experience creating internationally recognized brand identities and user-centric digital solutions. With a strong foundation in typography, I enhance user experiences for esteemed brands and lead socially impactful initiatives. I contribute and guide teams in delivering spectacular projects that align design with strategic marketing goals, all while advocating for users and driving business growth.

## EXPERIENCE

### Design Team Lead for Digital Platform, United24 - President Initiative

March 2022 - May 2024 | Remote, Ukraine

- Organized and led a design team to develop a digital platform for a presidential initiative, playing a key role in strategic decision-making for communication and project development.
- Created and optimized the information architecture, logical framework and visual design of the website, which has successfully generated over \$925 million in funding and attracts more than 100,000 active users monthly.
- Developed a comprehensive design system and an internal tool for content creation and management, utilized by multidisciplinary teams across public sector, digital development, design, and public relations departments.

### Head of UI/UX, Fedoriv Agency

October 2021 - November 2023 | Kyiv, Ukraine

- Created and managed a high-performing 6-person digital design team for an company recognized as Ukraine's leading marketing and brand identity agency.
- Developed a systematic design approach and fostered a culture of digital transformation using Figma, leading to the successful launch of a new corporate website and a tool for creating and editing project cases.
- Managed project outcomes, timelines and business value, collaborating with six brand development departments to deliver successful digital products, platforms, e-commerce solutions and mobile applications.

### Brand & Digital Designer, Spiilka Design Büro

September 2018 - November 2019 | Kyiv, Ukraine

- Designed brand identities and user experience for a boutique design studio with international recognition.
- Conducted researches, user interviews, prototyping and testing to enhance user experiences for digital projects.

## SKILLS

**Primary:** Graphic Design, UI/UX Design, Visual Concept Making, Discovery & Research, Web Design, Design Systems & Guidelines.

**Hard Skills:** Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects), MidJourney, Principle, Glyphs, Cabbles.gl, HTML & CSS, RunwayML, LiveSurface, Google Slides, Keynote, Notion, Miro.

**Soft Skills:** Teamwork, Efficient Communication, Situational Leadership, Presentation Skills, Rapid Prototyping, Human Centered Design Approach, Agile, Scrum.

## EDUCATION

### Hochschule für Grafik und Buchkunst

Typography | Semester Class | 2022 | Leipzig, Germany

### State University of Telecommunications

Informational Technology | Bachelor | 2018 | Kyiv, Ukraine

## AWARDS & RECOGNITION

Red Dot Design Award: Best of Brand Identity; Red Dot Design Award: Corporate Website, The Webby Award; 2x Awwwards: Site of the Day and Honorable Mention; 4xCSS Design Award: UX, UI, Innovation and Special Kudos; Ukrainian Design: The Very Best of, ADCUA Awards.

## PUBLIC SPEAKING & INTERVIEWS

[Skvot School](#): AI to Graphic Design. [Hexagon Podcast](#): Design Stories. [ain.ua](#): How AI helps with creativity.

[Telegraf.design](#): Reddot Highlights. [Osvita.ua](#): Webdesigner: Overview of the profession