

# Asja Baidakova

## ui and visual designer

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05.08.1988

## skills

UI design, interaction design,  
iconography, illustration, motion  
design, 3D, graphic design, creative  
coding, agile methods

## tools

figma, illustrator, photoshop, after  
effects, indesign, cinema 4d,  
blender

## work experience

2020 11 – 2021 03

product illustrator @freelance

berlin, germany

2018 12 – 2020 05

visual designer @xing gmbh & co. kg

hamburg, germany

\* working with agile teams across different clusters

(growth cluster, people network cluster, customer acquisition)

\* creating designs for new features and enhancements based on concepts,  
designs, and specifications in close collaboration with interaction designers,  
product managers, and front-end developers

\* creating responsive web and corresponding designs for native apps (iOS,  
Android)

\* contributing and working with Design System (identifying missing components  
and patterns and creating design solutions for it, creating a new iconset of 100+  
icons)

\* doing design QA in close collaboration with QA engineers

\* collaborating with other UX designers and engineering teams to align user  
experiences across all of the products

\* participating in user testings

\* concepting and executing UI animations and handing them over to developers

\* facilitating and taking part in design critique sessions

\* creating marketing visuals based on existing illustration style

2018 04 – 2018 07

spatial communication intern @mutabor gmbh

hamburg, germany

\* developing visual concepts for exhibition spaces, product and brand

\* creating motion graphics for exhibition spaces

\* developing visual language for print and online campaigns

\* creating case study videos

2016 01 – 2018 12

motion designer @freelance

hamburg, germany

## education

2019

interactive spaces @CIID summer school

copenhagen, denmark

2015 – 2017

visual communications @HTK (Laureate Academies)

hamburg, germany

2014

UX/UI design bootcamp @epic skills

st.petersburg, russia

2011

interactive design and new media

moscow, russia

@british higher school of art and design

2005 – 2010

BA philology @st petersburg state university

st.petersburg, russia