

# ANASTASIA EGOROVA

## UX/UI DESIGNER

### EXPERIENCE

#### Photographer | Anastasia Egorova Photo

JUN 2017 - PRESENT

- Designing, building and maintaining a website on Webflow.
- Developing a marketing strategy and A/B testing acquisition ideas across various online/offline channels that drove an increase in ROI by 300%.

#### Digital Marketing Specialist | BuyWell

MAY 2019 - DECEMBER 2019, TORONTO, ON

- Supported the Director of Content in implementing content strategies for the blog by conducting keyword research and optimizing SEO.
- Built and maintained the [blog](#) using a WordPress template.
- Directed the marketing calendar to map out marketing activities, and coordinate project management of campaigns accordingly.
- Worked with the Director of E-commerce in building a website strategy.

#### Marketing Coordinator | Coral Club

APRIL 2016 - MAY 2019, TORONTO, ON

- Designed, executed, and A/B tested email marketing campaigns in MailChimp for a list of 2,500+ subscribers.
- Produced marketing campaigns for social media using Hootsuite. Created animated media assets using Canva and Photoshop.

### EDUCATION

#### BrainStation | Diploma Candidate, User Experience Design

SEP 2020 - DEC 2020, VANCOUVER, BC

#### UDACITY | User Experience Nanodegree

FEB 2020 - MAY 2020, ONLINE

#### North-Eastern Federal University | Master's Degree in World Economy

SEP 2007 - 2012, YAKUTSK, RUSSIA

### PROJECTS

#### [UX Design Portfolio](#) | UI/UX Designer, UX Researcher

A showcase of selected projects.

#### [anastasiaegorovaphoto.com](#) | UI Designer, Builder

Designed and deployed a photography services website on Webflow.

#### Do The Opposite (in development) | UI Designer

A community website that brings together like-minded people.

[anastasiaegorovadesign.com](#)

egor.anastasiia@gmail.com

416-876-4687

[linkedin.com/in/egoranastasiia/](#)

### SKILLS

Figma, Sketch, InVision, Basic HTML/CSS, Photoshop, Webflow, WordPress, Zeplin, Google Analytics, Google Ads

### PROFILE

I am a UX Designer with a background in Digital Marketing. My experience in marketing is what sparked my passion for product design since it helped me better understand what people truly value in products. It has also taught me that research and testing are the major components of any successful product. I believe applying this knowledge to my process will help me craft delightful products and help businesses grow.