MICHAEL ZUBKOV

Product & UX Designer

CONTACT

📞 +49 175 622 12 71

✉️ hello@zubkovm.com

📍 Germany, Leipzig

🌐 www.zubkovm.com

PROFILE SUMMARY

Product & UX Designer with a robust background in motion design, interactive media, and user-centered application development. Expert in turning complex challenges into intuitive, user-friendly solutions. Proven ability to lead projects from concept to completion, delivering innovative designs and seamless user experiences.

EDUCATION

UX DESIGN CERTIFICATION

CareerFoundry | 2024, Berlin
850+ hours of intensive training with industry experts

HIGHER EDUCATION

Specialist in Acoustics and Acoustic-Electronics

Kyiv Polytechnic Institute | 2004-2010
Specialized in acoustic electronic systems and information processing technologies.

MOTION ANIMATION & DESIGN

- *Super Figma* | VideoSmile**,** 2020
- *After Effects* | VideoSmile, 2015
- **Super Blender** | VideoSmile, 2021
- **Science of Character Animation** | Motion Design School, 2019
- **Learning TouchDesigner** | Lynda, 2019

GOOGLE ADS & SEO

- **Google Ads** | Netology 2020
- **SEO Start, WEB Analytics for Business** | SEO Academy

UX / UI PROJECTS

PlutoPay   03/2024 - 11/2024
Final Project at CareerFoundry

- Designed a **financial app** addressing user pain points like complexity, lack of security, and inefficiency.
- Conducted user interviews and competitor analysis to identify key issues and design solutions.
- Created intuitive prototypes in Figma, integrating biometric authentication and real-time analytics for better usability.
- Performed usability testing, iterated on feedback, and delivered a high-fidelity prototype with 95% positive user feedback, improving transaction efficiency and user satisfaction.

VocabVortex – Vocabulary Learning App 01/2024-03/2024
Project at CareerFoundry

- Developed a gamified **language learning app** tailored for professionals needing flexible, engaging tools.
- Conducted extensive user research, crafted detailed personas, and designed user flows addressing pain points like time management and lesson customization.
- Prototypes featured AI-generated examples, personalized flashcards, and progress tracking for enhanced usability.
- Achieved a 90% task completion rate during testing, with users highlighting improvements in category organization and feedback integration.

RECENT EXPERIENCE

LLC "Video Vision"   05/2014 – 06/2023
Creative Director

- Produced over 120 animated video projects for businesses, delivering high-quality, client-oriented content that consistently generated stable revenue.
- Established and managed an animation department, ensuring its success through a focus on tailored, business-specific solutions.

KEY SKILLS

UX/UI Design

- Personas & User Journey Mapping
- Wireframing & Prototyping (Figma, ProtoPie)
- Usability Testing & A/B Testing
- UX Research & Competitor Analysis

Tools & Technologies

- *Design & Animation:* Figma, After Effects, Blender, Cinema 4D
- **Productivity:** Notion, Miro
- **Web Development:** WordPress (Elementor, Oxygen, Bricks)
- **Marketing & SEO:** Google Ads, Rank Tracker, KeyCollector

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LANGUAGES

- Ukraine: Native
- Russian: Native
- German: B2 Upper-Intermediate
- English: B2 Upper-Intermediate
- Poland: Basic

- Developed media solutions and custom media servers for restaurants and nightclubs, enhancing visual presentations and event experiences.
- Managed a team of 8, overseeing full project lifecycles from scripting and storyboarding to animation and final delivery.

LLC "PRO-TERM"   10/2010 – 02/2022
SEO & Marketing Specialist

- Developed and maintained company websites using WordPress, optimizing for usability and search engine performance.
- Conducted competitor analysis and implemented SEO strategies, driving increased website traffic and visibility in search rankings.
- Designed promotional materials, including brochures and white papers, to support marketing initiatives.
- Managed Google Ads campaigns, enhancing lead generation and conversion rates.

Dlux Night Club & Others   04/2011 – 05/2014
Technical Specialist in Media Marketing & VJ

- Designed and implemented multimedia content for nightclubs, including generative graphics and interactive video projections.
- Managed and optimized LED screens, multi-monitor setups, and projectors to deliver immersive event experiences.
- Created promotional videos for events and directed media planning to ensure visual consistency across projects.
- Trained technical staff and introduced advanced technologies, such as multi-monitor systems and generative graphics, enhancing the venues' market positioning.
- Successfully delivered visual solutions for concerts, corporate events, and live performances, strengthening the venues' brand presence.