

EKATERINA MEKSHENKOVA

Front End Designer and Developer
Edmonton, AB



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Github

LinkedIn Profile

Portfolio

SUMMARY:

A motivated, creative, and very hard-working web designer and developer with good artistic abilities and solid knowledge of front-end web development. Capable of creating visually appealing user-friendly wireframes based on current trends, colour theory, and typography as well as coding web interfaces with responsive layouts and mobile-first approach in WordPress. Having a degree in Digital Media and experience working with clients, I am capable to understand client's business goals and to conceptualize ideas that meet client's expectations.

DESIGN SKILLS

- User Interfaces UI/UX
- Photoshop/Illustrator/XD
- Storyboards/ wireframes / mood boards
- Photo editing
- Graphic design
- Typography
- Colour Theory
- Digital photomontage
- Digital illustration

TECH SKILLS

- HTML5 / CSS3 / Bootstrap
- Motion design
- JavaScript / jQuery
- PHP/MySQL
- SASS, LESS
- CMS WordPress / Joomla / Custom templates / Advanced Custom fields
- Git (Github)
- On-page SEO

SOFT SKILLS

- Highly motivated
- Very creative
- Detail-oriented
- Adaptable to changing situations
- Problem-solver
- Able to meet tight deadlines
- Open, friendly, and positive
- Able to work independently or within team
- Excellent communication skills

EDUCATION:

2020.01 – present (4d semester)

NAIT (Northern Alberta Institute of Technology),
DMIT, Web Design and Development Concentration
GPA 3.9 out of 4.0

1999 – 2004

Moscow Natalya Nesterova Academy of
Education
MBA equivalent in Advertising



Dean's Honour Roll and notation for exemplary academic standing at NAIT

WORK EXPERIENCE:

Senior Account Manager

2019.08 – 2019.11

Media Instinct Group (a leading Russian media agency), <http://mediainstinctgroup.ru>

- Coordinated media campaigns for Gazprom
- Communicated with clients to maintain good relationships

- Managed production workflow of websites and banners for web promotions in digital media, including SMM and search engines
- Was responsible for media planning and budgeting
- Strengthened client relationships and coordinated workflow within the team to anticipate challenges and to find best solutions

Senior account manager

2017.01 – 2018.05

Nectarin SMM agency (a leading Russian SMM agency), <https://nectarin.ru>

- Directed SMM communities for Hyundai Motor Company
- Maintained client relationships
- Planned SMM content and supervised its placement
- Managed development and support of web promo campaigns

Account director

2014.11 – 2016.05

Dr. Jung Digital Agency, www.dr-jung.ru

- Built and maintained strong long-lasting relationships with clients
- Developed marketing proposals and presented them to clients
- Managed multiple parallel projects (website development, promo projects, promotions)
- Collaborated with a team of web and graphic designers, producers, strategists, promo specialists, and copywriters

Business Development Manager

2010.11 – 2014.10

Convergent Media Group, www.convergent-usa.com

- Created proposals and strategies for web development and promotion on the web, SMM, ecommerce, and mobile platforms
- Directed, planned, and supervised website development
- Worked with web designers and developers through full cycle of website creation (from concept and budgeting to launch)
- Managed bidding processes
- Was instrumental in increasing the number of clients and projects
- Organized meetings and presentations
- Held contract agreement negotiations