


Konstantin Naumenko

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 <https://costanaume.com/>

Summary

Hi, I'm Konstantin, a Product Designer from Moscow based in Lisbon, Portugal.

For all my life, I've been designing things: started young with magazine design, then moved to ATL-advertising and branding (BBDO), and later to the Employer Branding (EB) industry, where I became a Creative Director and led a Digital Creative dept in FutureToday agency. The versatile experience allowed me to successfully shift to Product Design, where I use my logic, knowledge, and creative skills to build great products that conquer the market.

Aside from creative skills, I'm very much into building a Comfortable Design Infrastructure. I love to put up complex Design Systems, improve broken Design Handoff Processes, and set up strong connections with developers.

Currently, I work as a Senior Product Designer at Flo Heath Inc.

Experience



Senior Product Designer

Flo Health Inc.

Jan 2022 - Present (1 month +)



Product Designer

BrightEdge

Jan 2021 - Jan 2022 (1 year 1 month)

This is what I did at BrightEdge:

- Successfully researched, designed, and released Three New SEO Products to the market;
- Initiated, created, and directed a universal Design System for the entire product family;
- Worked constantly on improving Usability, Retention, and other core metrics;
- Led the design team and introduced the most relevant product practices & methodologies;

Products I've been involved in:

- SearchIQ – a very data-heavy product aimed at generating powerful insights for SEO specialists;
- Local SEO – a completely new user experience focused on optimizing SEO processes to support local presence in Google Search;
- Chrome Extension – a powerful handy tool that allows digital marketers to conduct SEO research without interrupting the regular workflow.



Product Designer

WildRed

Aug 2019 - Jan 2021 (1 year 6 months)

Served as a Product Designer in a SmartTV SaaS Product.

Achievements:

- 1) built a cross-platform Design System (strategy and execution) to support a wide range of devices: SmartTV, Web, and Mobile (Android);
- 2) led all the UI/UX processes in the company
- 3) organized and successfully implemented a design-to-dev handoff process
- 4) rebuilt many company's leading products using a user-centric approach
- 5) participated in refreshing the brand image alongside other team members



UI/UX Designer & Creative Director

Jul 2016 - Feb 2020 (3 years 8 months)

Entrepreneurship.

Launched a Digital Branding Agency targeted at ASEAN markets.

Achievements:

- 1) created, launched, and managed a surfing-booking Web Application (<https://surfable.pro>)
- 2) accomplished multiple medium-sized projects in Vietnam, Australia, and Indonesia



Employer Branding Creative Director

FutureToday

Dec 2013 - Jun 2016 (2 years 7 months)

Served as a Creative Director in Employer Branding agency FutureToday (OneAgent Global).

Key Clients: Bacardi, Danone, Ferrero, Rosatom, British American Tobacco, CarreraYCarrera, Colgate, Credit Suisse, Nielsen, EY, etc.

Achievements:

- 1) organized & managed an In-House Creative Department: designers, PMs, developers, and SMM-marketers
- 2) created, launched, and managed the new product which exceeded the yearly KPI twice in 6 months
- 3) developed and launched 20+ creative employer branding campaigns
- 4) developed company's growth strategy in terms of Creative Branding
- 5) made several public case presentations at forums in Moscow



Senior Graphic Designer

FutureToday

Jul 2010 - Nov 2013 (3 years 5 months)

Served as a Senior Graphic Designer and a lead of a Production Team aimed at building Employer Brands & Campaigns. Key Clients: L'Oreal, Mars, Microsoft, IKEA, BMW, Sberbank, Rosatom.

Achievements:

- 1) won 3 significant design-tenders which brought large contracts and around \$300k income to the company
- 2) successfully refreshed the FutureToday Branding along with marketing materials
- 3) created the Visual Identity for the biggest IT-forum in Russia (Nayti-IT)



Graphic Designer

BBDO Worldwide

Aug 2009 - Jun 2010 (11 months)

Served as a Graphic Designer (ATL) in Delfee (BBDO Group member).

Key Clients Industry: Real Estate, Pharmacy, and FMCG.

Achievements:

- 1) Implemented and developed Flash-animated banners strategy and templates
- 2) Generated and produced dozens of successful Creative Ideas for Radio&TV ADs
- 3) Built a trustworthy stack of remote employees: designers, copywriters, sound & video producers



Graphic Designer

Gazprom Marketing & Trading

Jan 2008 - Jan 2009 (1 year 1 month)

Participated as a Graphic Designer in the production of a weekly magazine.

Achievements:

- 1) Designed and implemented several successful advertising templates
- 2) Had a significant role in the development of a Publishing Management System
- 3) Transferred from Production Graphic Designer position to Advertising Designer in three months and led the AD-production department at once

Education



Moscow State University of Printing Arts (MGUP)

Master of Arts, Graphic Design

2006 - 2012

Renamed to Moscow Polytech – <https://new.mospolytech.ru/en/>.



№1290 Moscow

1994 - 2004

Licenses & Certifications



Marketing Skills Certification - Higher School of Economics

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Skills

User Interface Design • User Experience (UX) • Design Systems • Branding & Identity • Web Design • Wireframing • Interaction Design • Responsive Web Design • Graphic Design • Typography

Honors & Awards



Best Book Design (Students Category) - Russian Publishers Association (Member of IPA)

Dec 2009

Diploma issued by the Russian Publishers Association, a member of the International Publishers Association (IPA). Awarded at the "non-fiction" event in Moscow, 2009.

Project Overview – <https://costanaume.com/cases/project/the-red-book/>